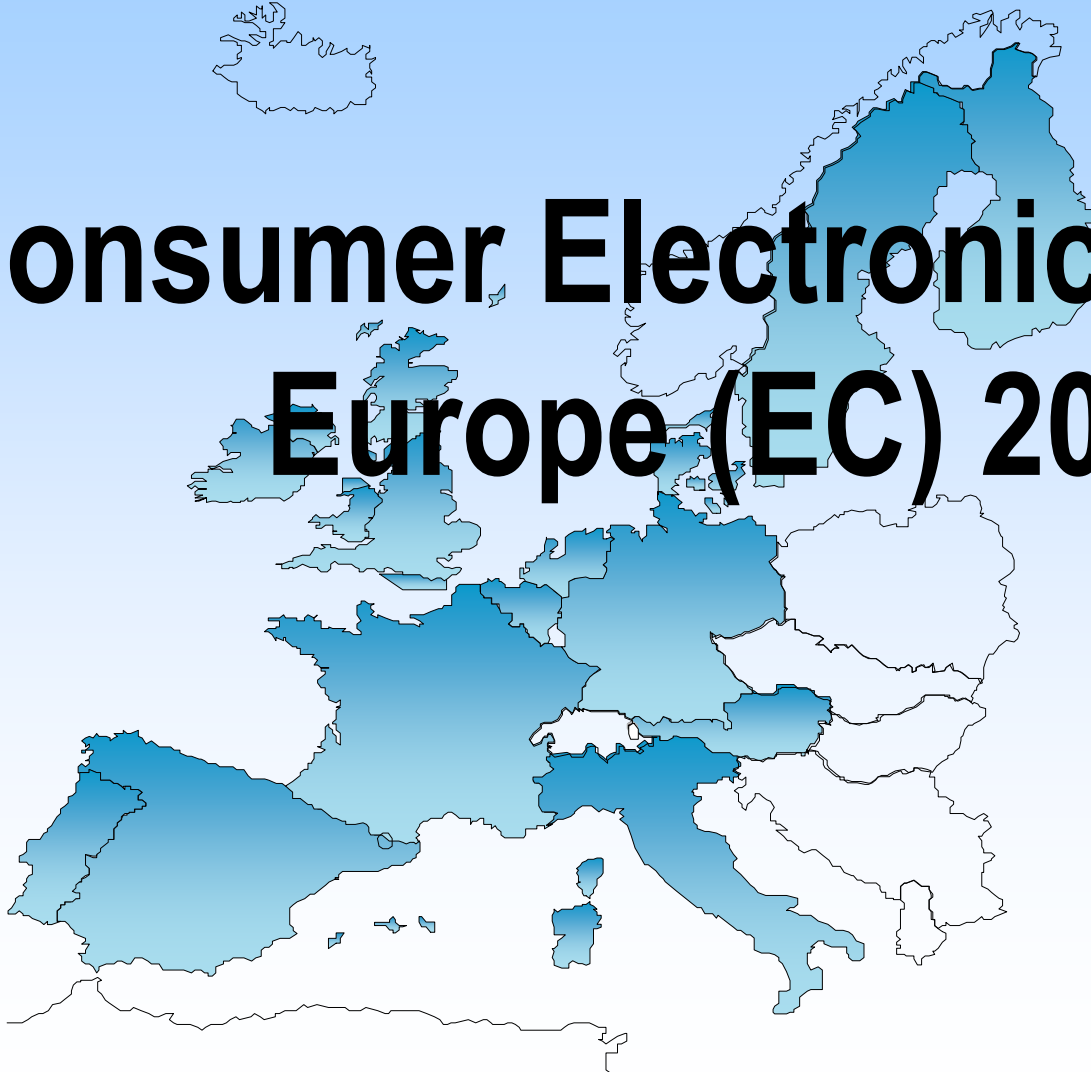


# Consumer Electronics Market Europe (EC) 2006



# Consumer Electronics Market Europe (EC) 2006

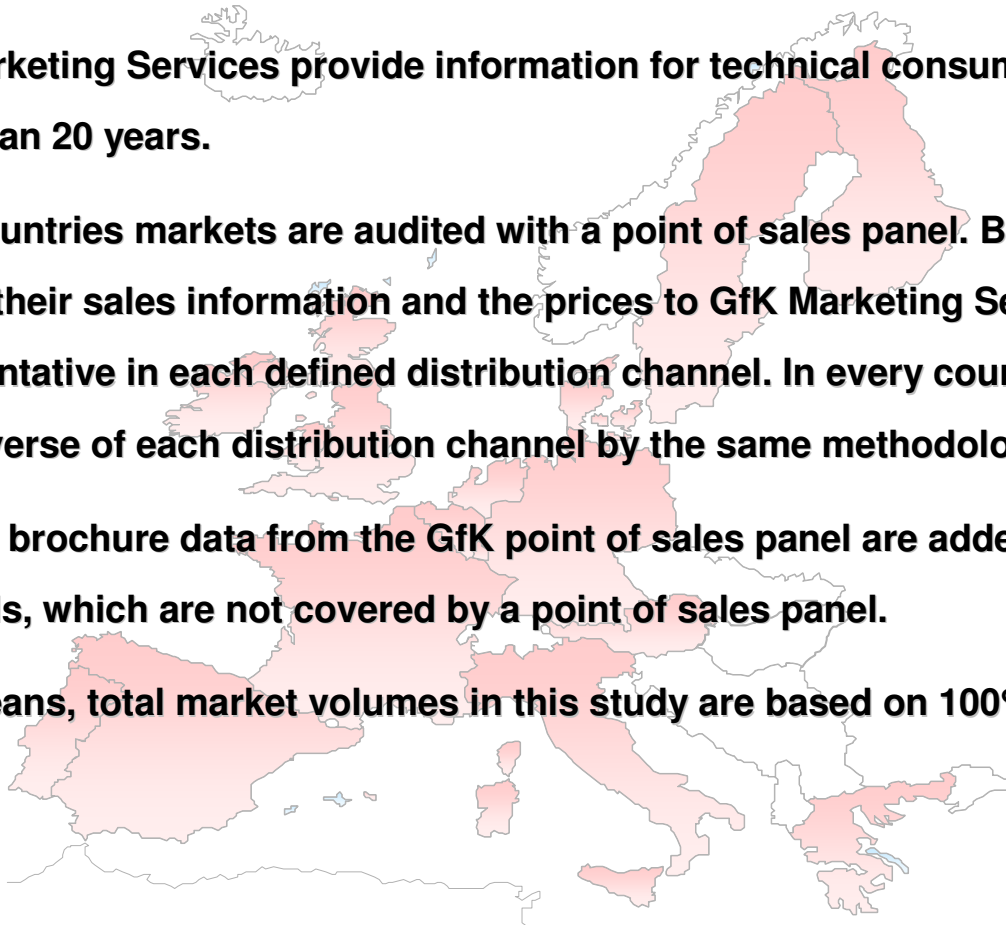
GfK

**GfK Marketing Services provide information for technical consumer goods in Europe since more than 20 years.**

**In all countries markets are audited with a point of sales panel. Based on single items retailers deliver their sales information and the prices to GfK Marketing Services. These retailers are representative in each defined distribution channel. In every country data are extrapolated to the universe of each distribution channel by the same methodology.**

**For this brochure data from the GfK point of sales panel are added by estimated volumes of channels, which are not covered by a point of sales panel.**

**This means, total market volumes in this study are based on 100% coverage information.**



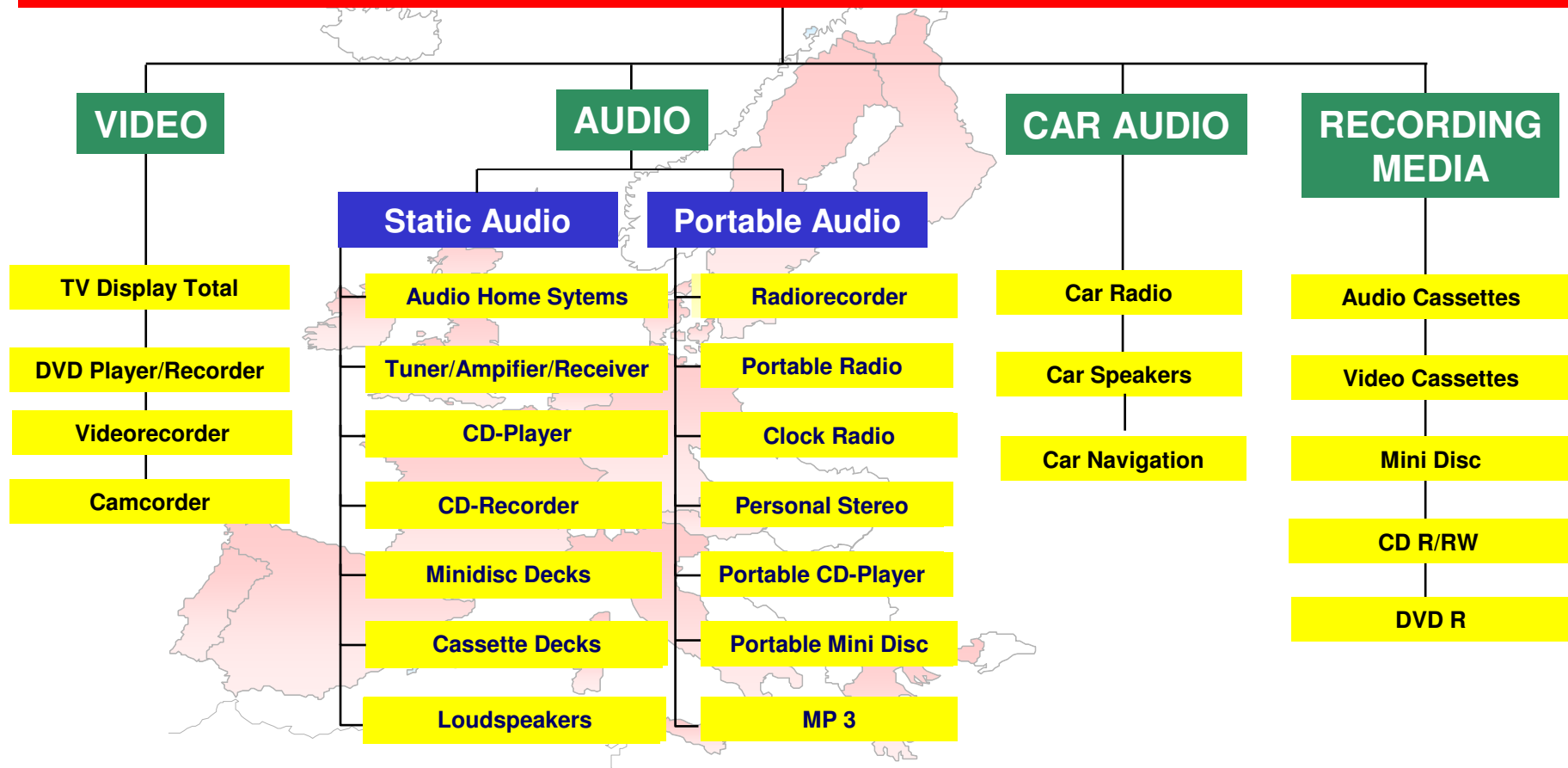
# Consumer Electronics Market Europe (EC) 2006

Following 15 members of European Community are included:


- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- Luxembourg
- Netherlands
- Portugal
- Spain
- Sweden
- U.K.

An overview of the productgroups, which are covered in this study is given on the next page.

## Video / Audio / Recording Media



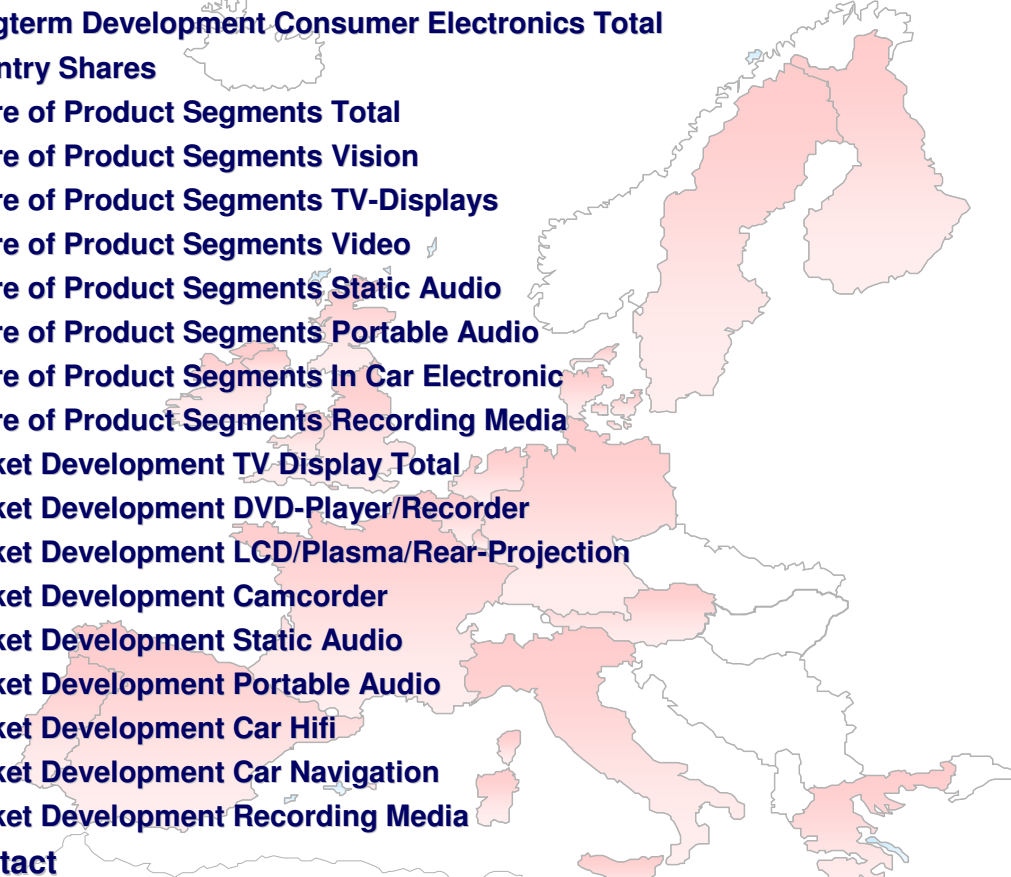
## Additional information on productgroups:

- 
- TV-Display includes traditional CRT-TV-sets, Plasma TV, LCD TV, Rear Projection TV and also TV-Recorder
  - Audio Home Systems include also Home Theatre Systems
  - Loudspeakers include single boxes as well as systems
  - Car Audio is defined as After Market only, excluding line fit Car Audio, Car Speakers
  - Car Navigation includes portable navigation
  - Recording Media contains only blank media, prerecorded media is excluded

# Consumer Electronics Market Europe (EC) 2006

GfK

## Content:

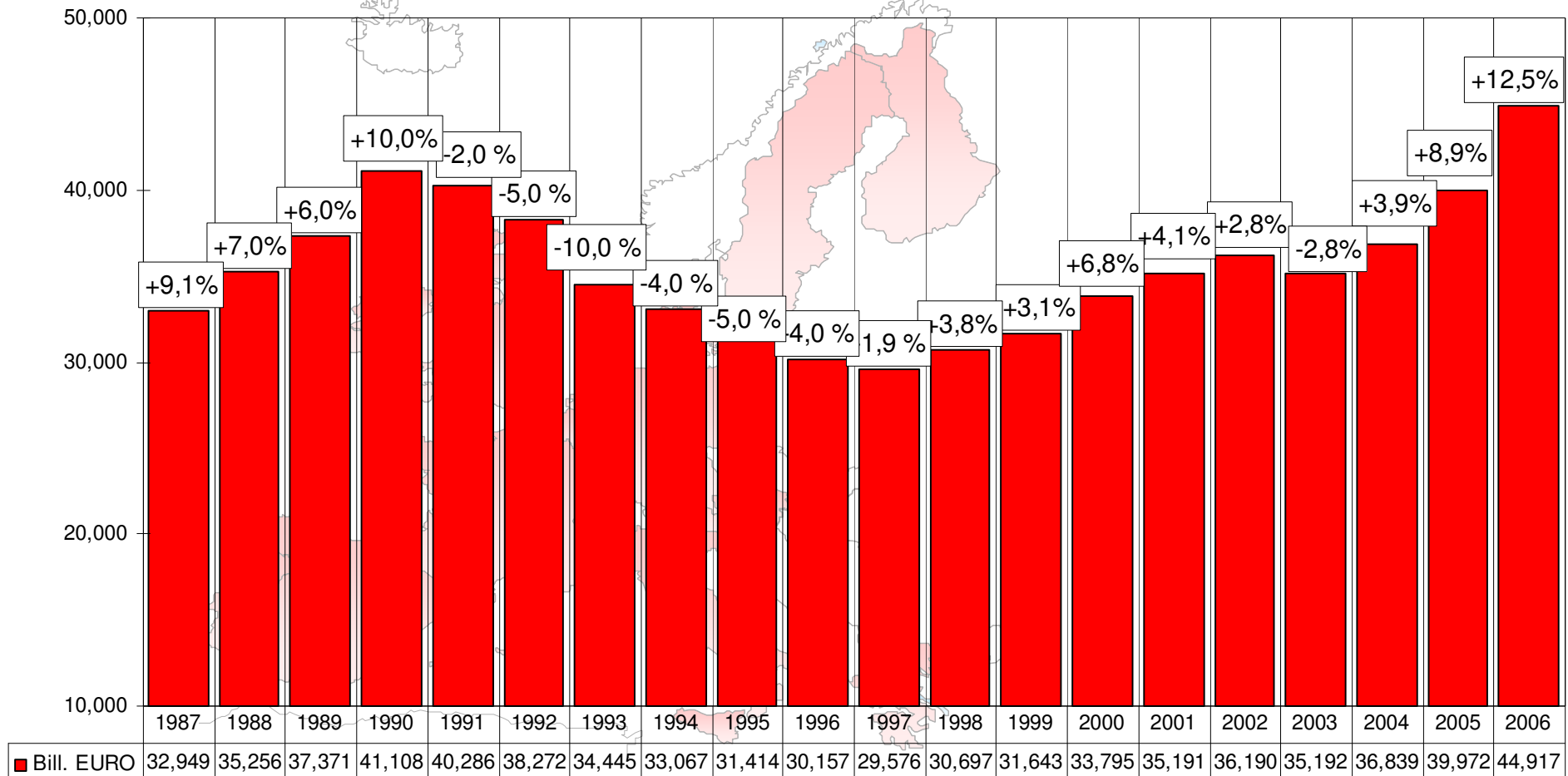


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# Consumer Electronics Market Europe (EC) 2006



**Development Consumer Electronics\***  
**Total (Billion EURO)**



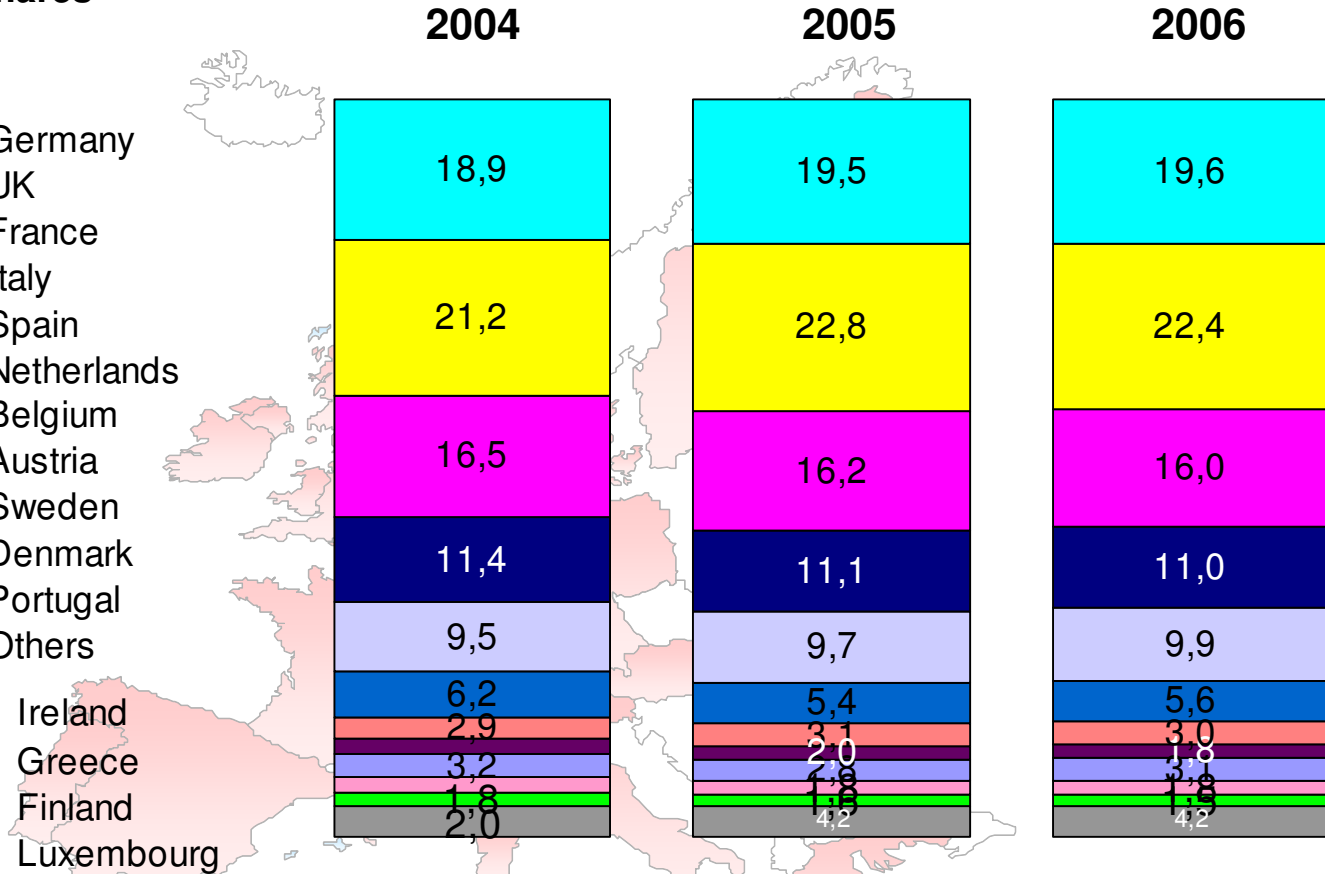
\* Since 2002: incl. Car Navigation

# Consumer Electronics Market Europe (EC) 2006



## Country Shares (Value %)

- Germany
- UK
- France
- Italy
- Spain
- Netherlands
- Belgium
- Austria
- Sweden
- Denmark
- Portugal
- Others

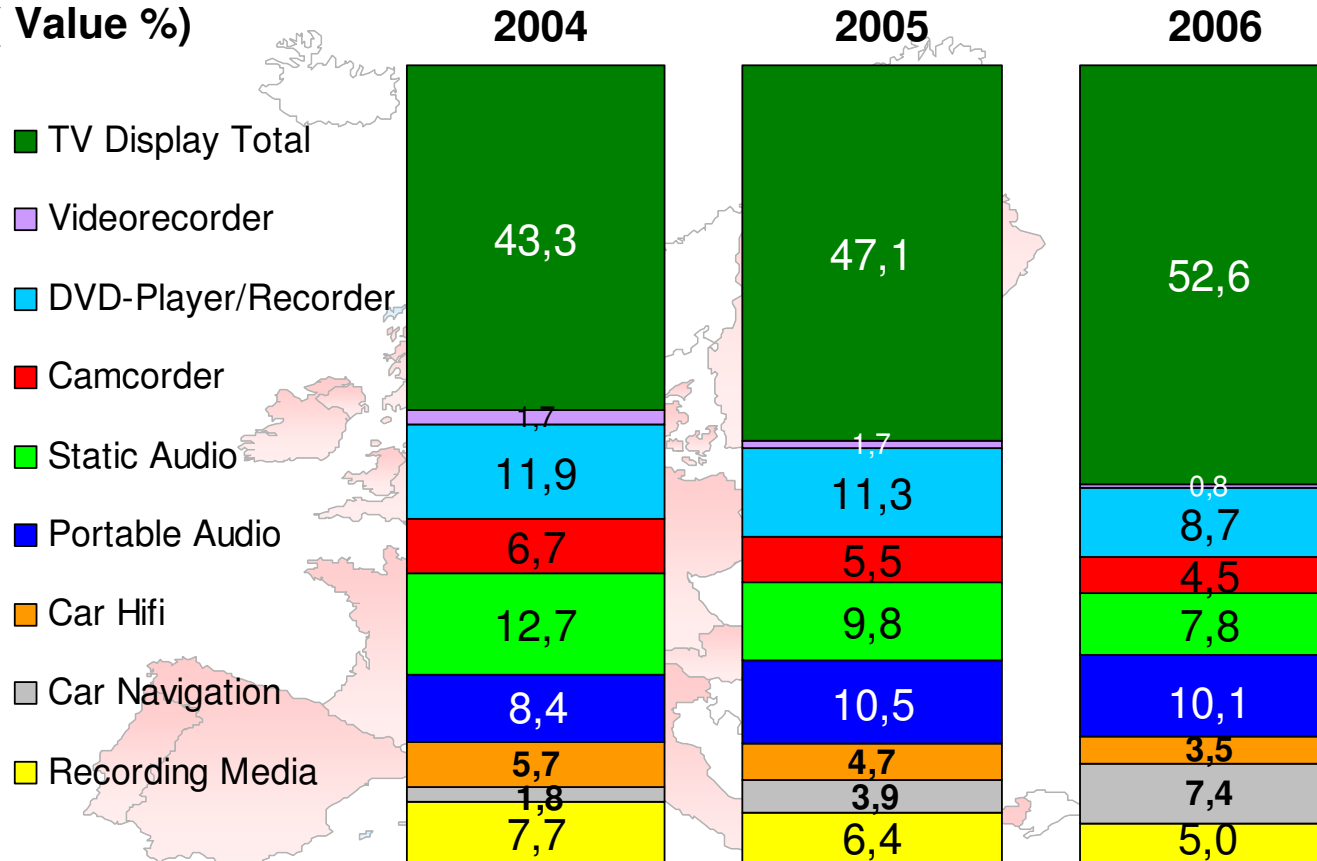


Mio. EURO	36.839,3	39.972,1	44.916,6
+/- previous year %	-	8,5	12,4

# Consumer Electronics Market Europe (EC) 2006



## Share of Product Segments Total ( Value %)



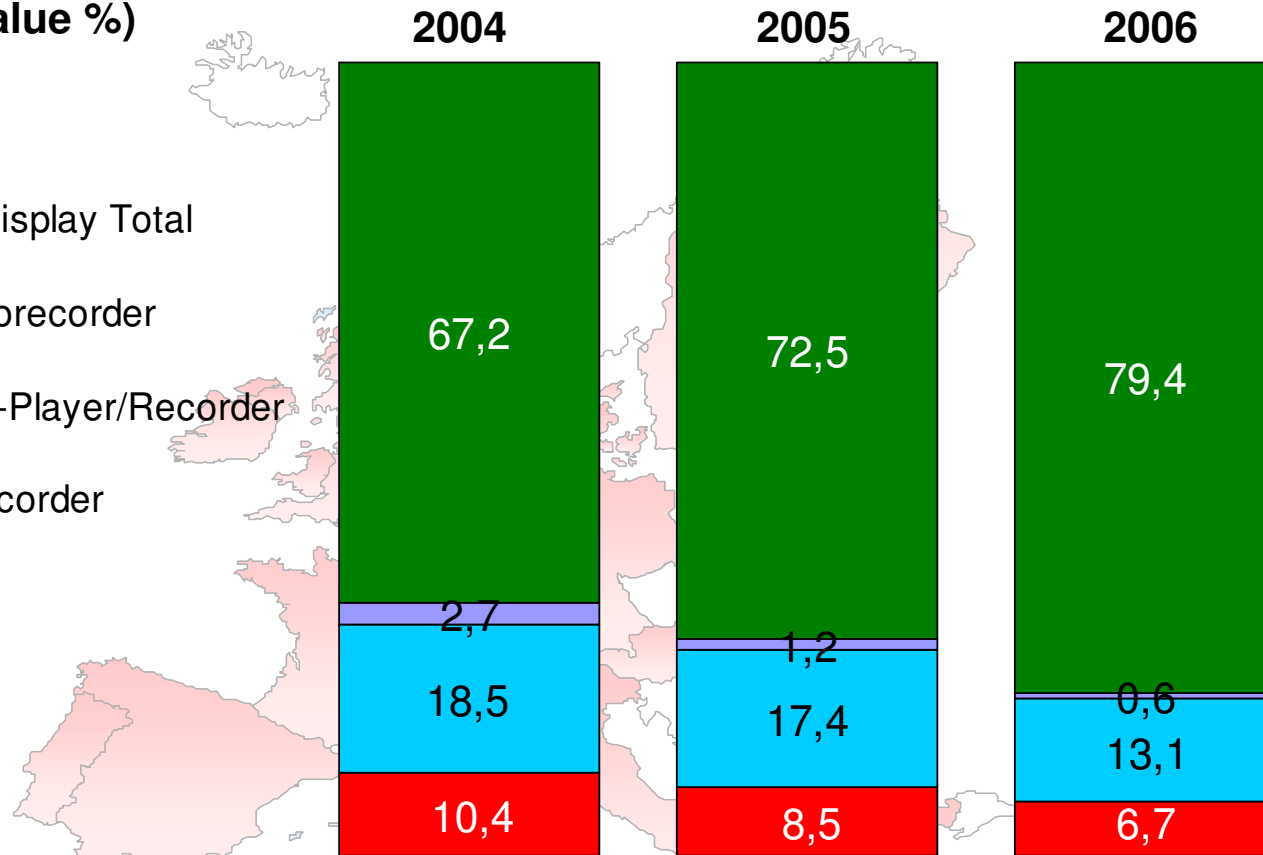
Mio. EURO	36.839,3	39.972,1	44.916,6
+/- previous year %	-	8,5	12,4

# Consumer Electronics Market Europe (EC) 2006



## Share of Product Segments Vision (Value %)

- TV Display Total
- Videorecorder
- DVD-Player/Recorder
- Camcorder

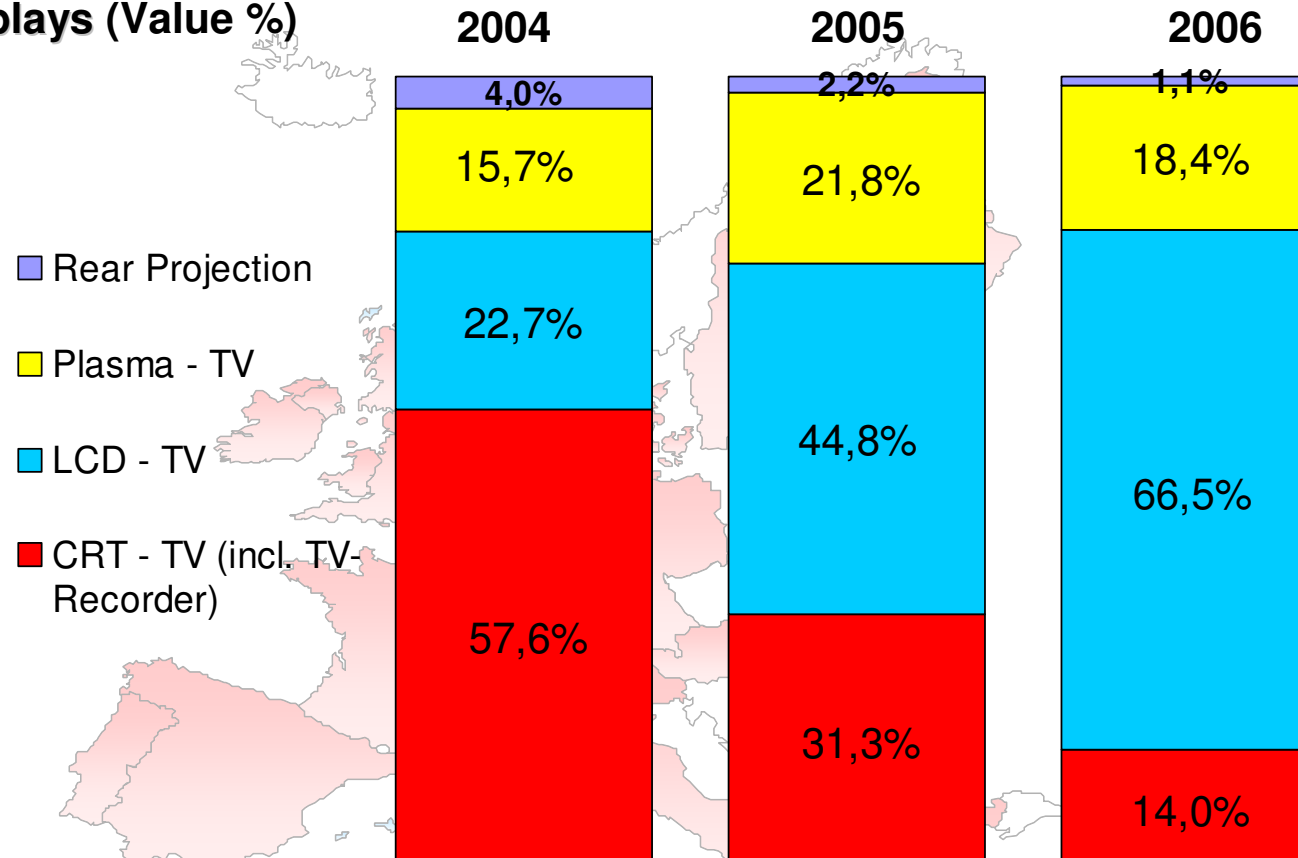


Mio. EURO	23.530,8	25.904,6	29.728,5
+/- previous year %	-	10,1	14,8

# Consumer Electronics Market Europe (EC) 2006



## Share of Product Segments TV-Displays (Value %)

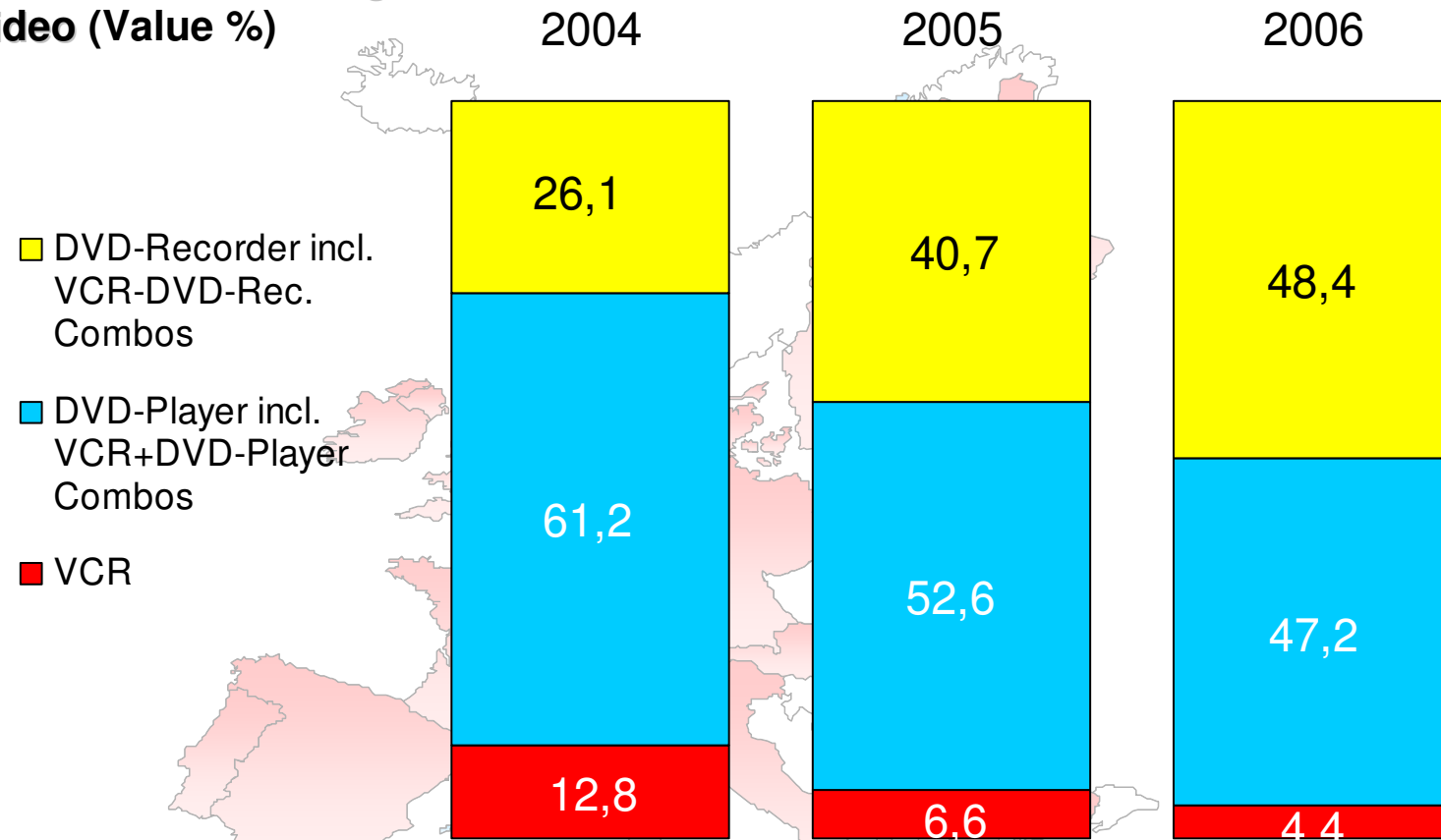


Mio. EURO	15.822,8	18.782,9	23.618,5
+/- previous year %	-	18,7	25,7

# Consumer Electronics Market Europe (EC) 2006



## Share of Product Segments Video (Value %)

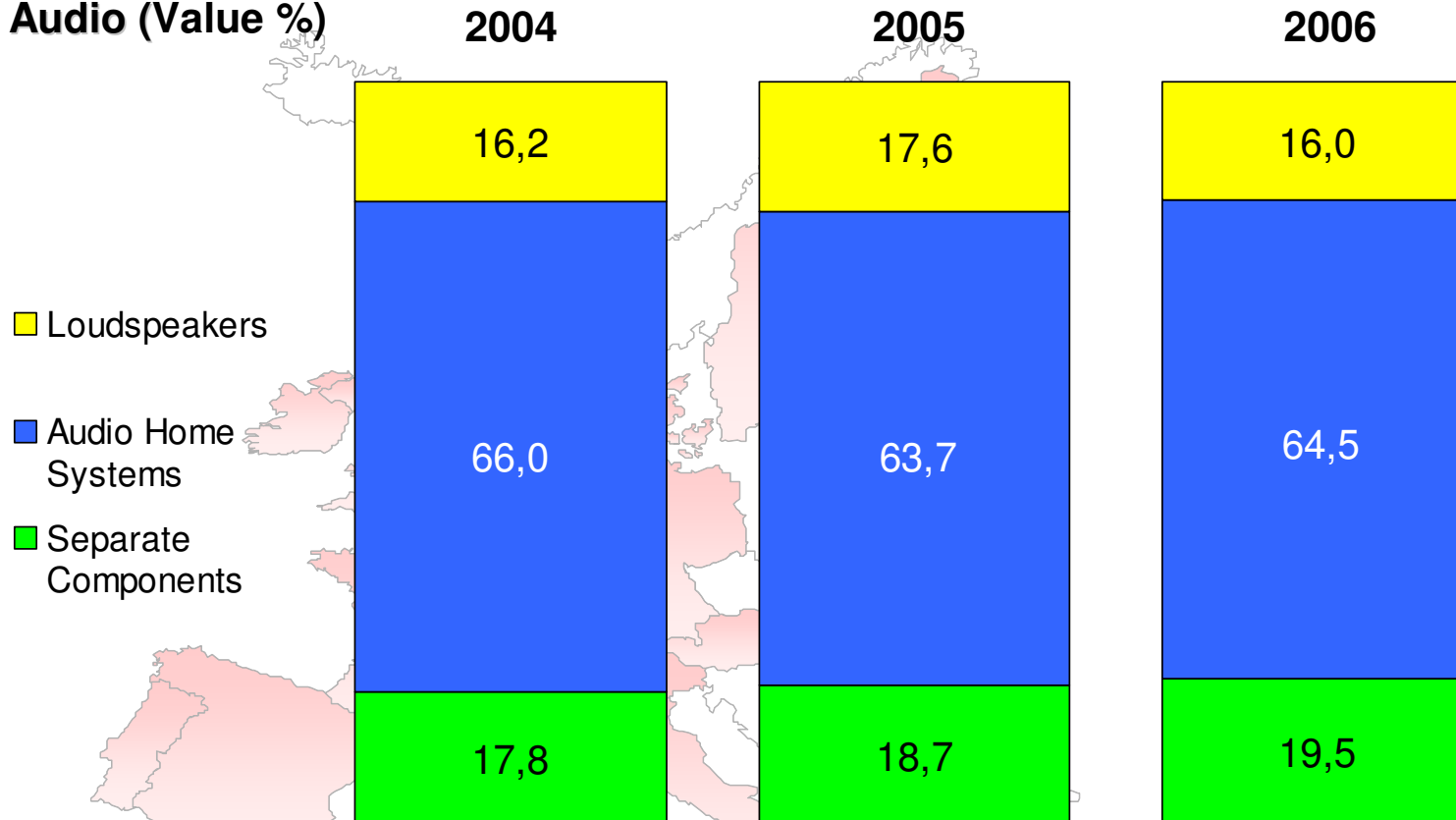


Mio. EURO	4.989,3	4.752,5	4.074,8
+/- previous year %	-	-4,7	-14,3

# Consumer Electronics Market Europe (EC) 2006



## Share of Product Segments Static Audio (Value %)

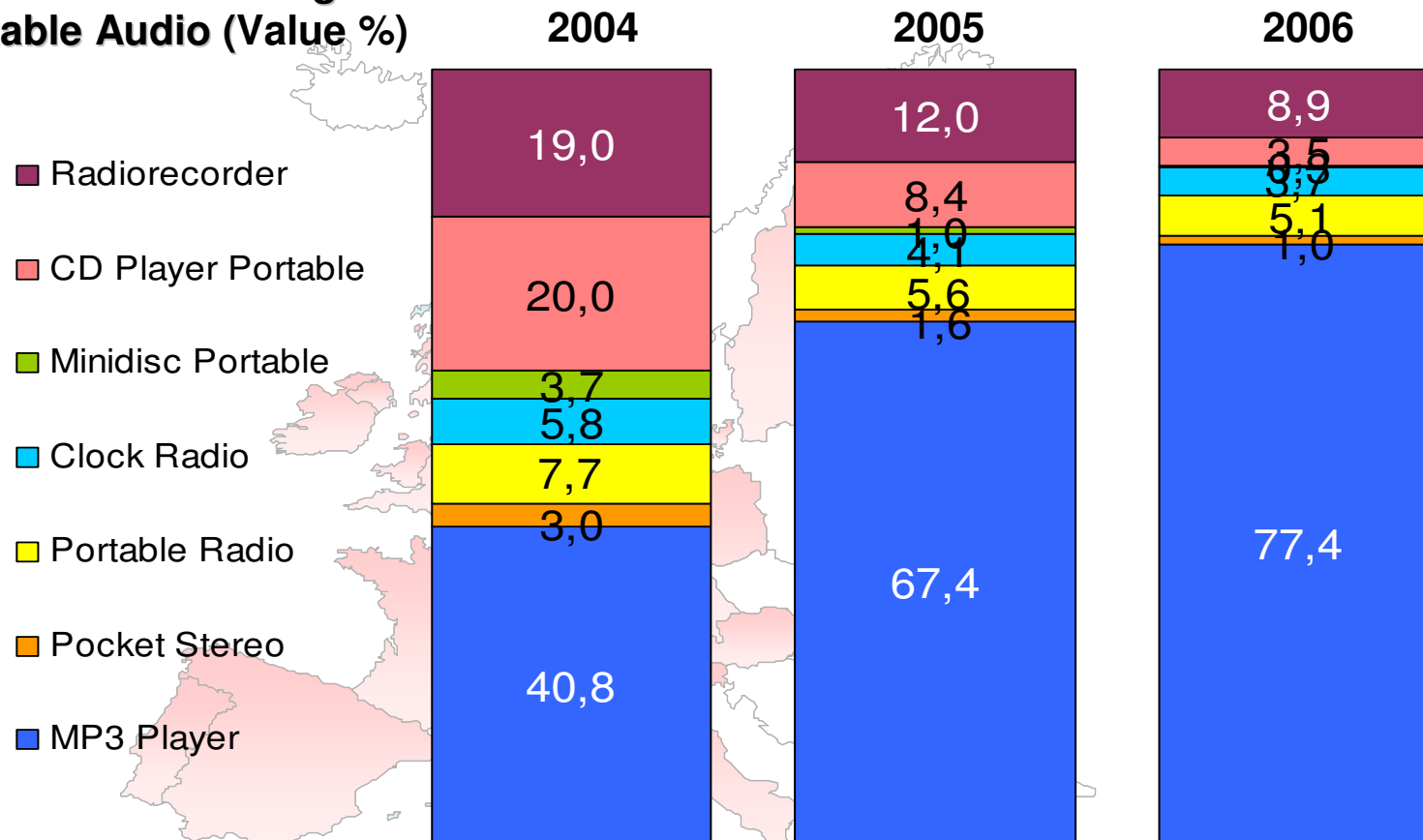


Mio. EURO	4.643,0	3.902,2	3.505,2
+/- previous year %	-	-16,0	-10,2

# Consumer Electronics Market Europe (EC) 2006



## Share of Product Segments Portable Audio (Value %)

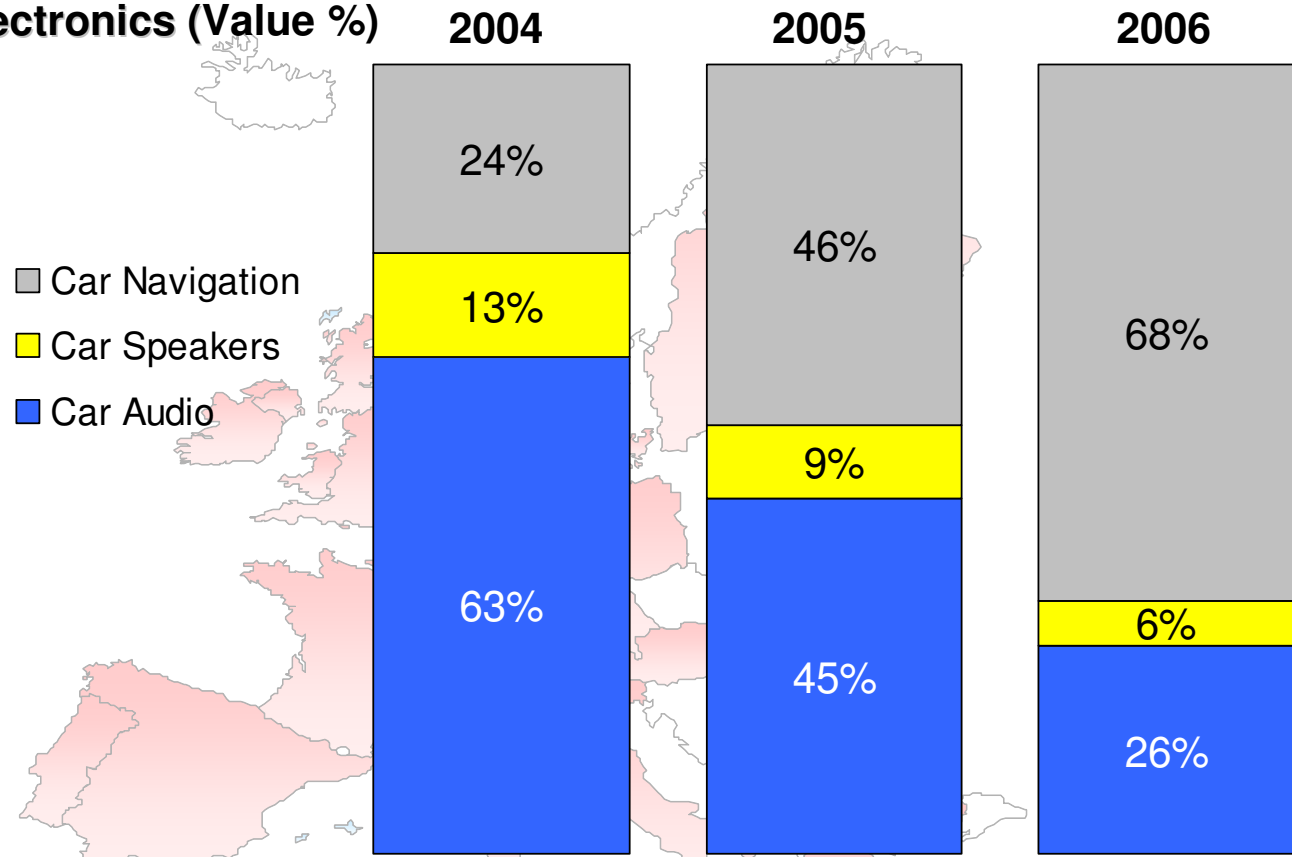


Mio. EURO	3.087,6	4.181,2	4.548,0
+/- previous year %	-	35,4	8,8

# Consumer Electronics Market Europe (EC) 2006



Share of Product Segments  
In Car Electronics (Value %)

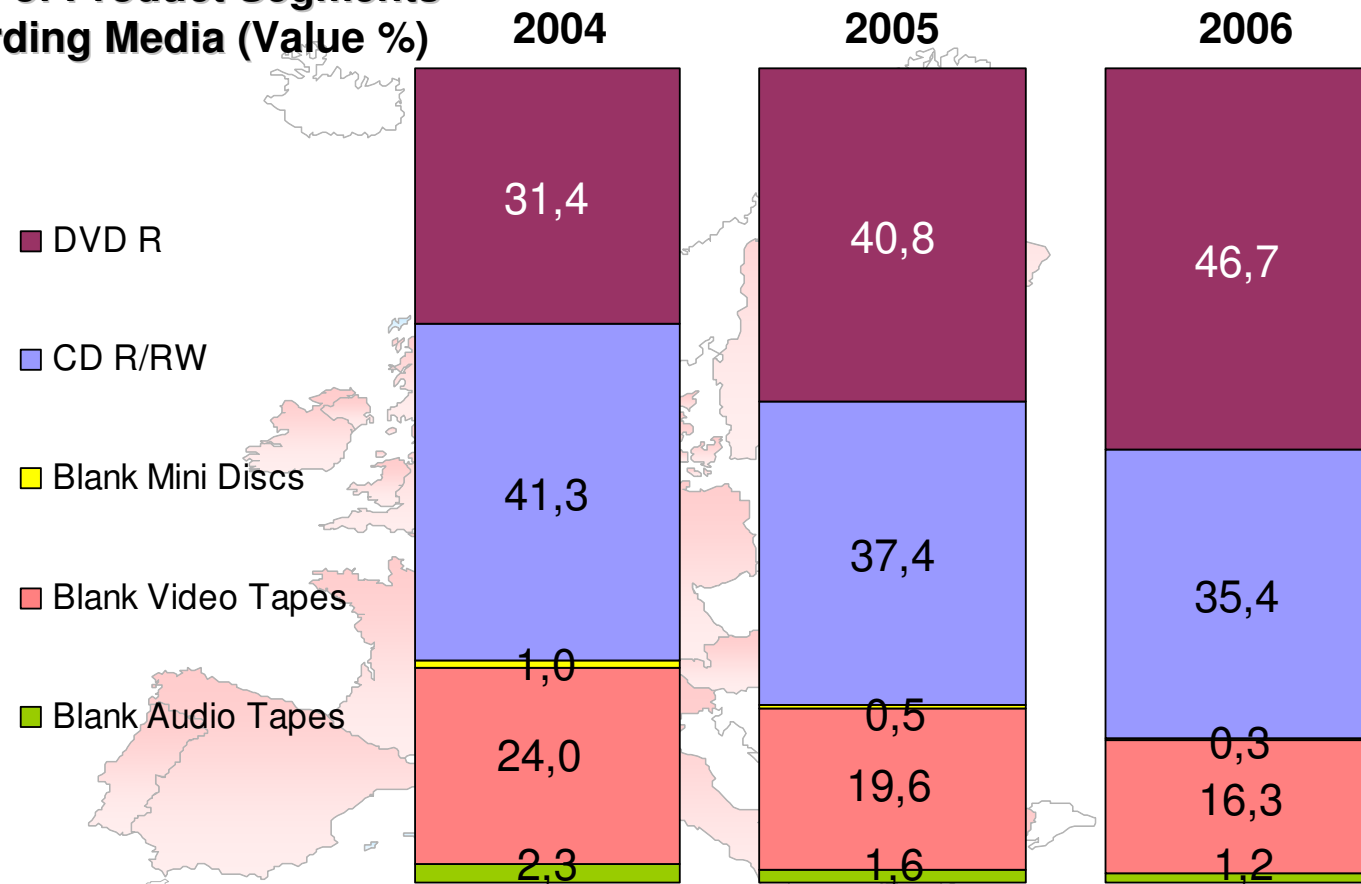


Mio. EURO	2.753,9	3.425,5	4.873,5
+/- previous year %	-	24,4	42,3

# Consumer Electronics Market Europe (EC) 2006



Share of Product Segments  
Recording Media (Value %)

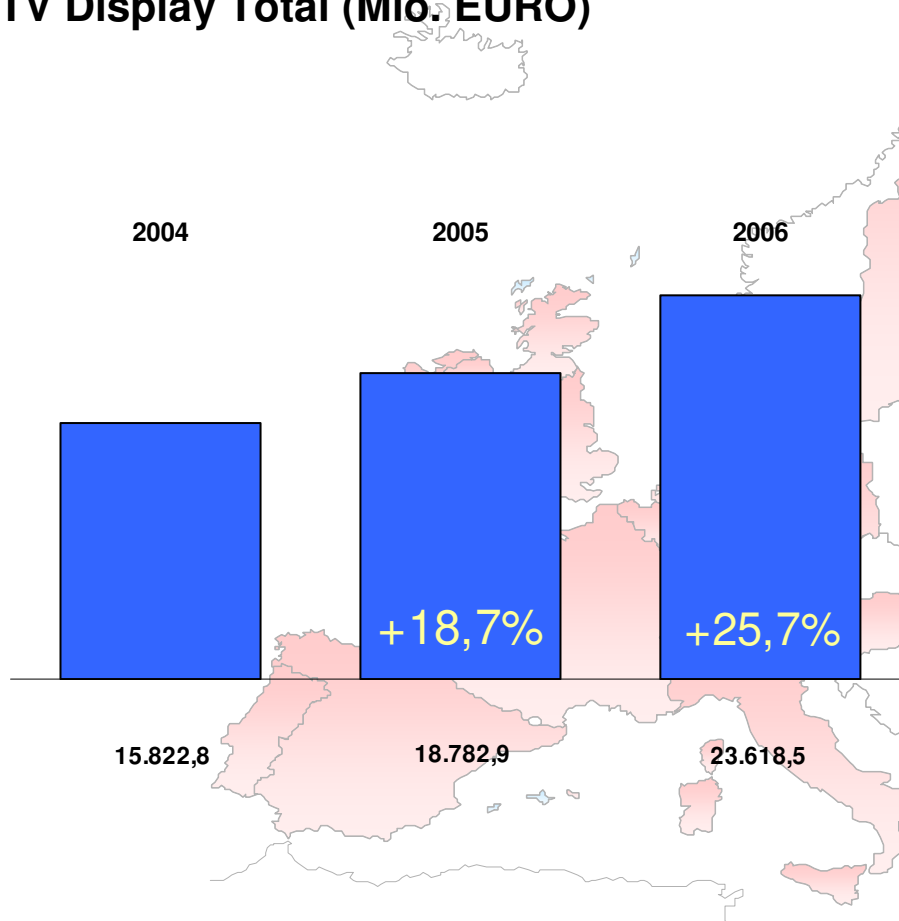


Mio. EURO	2.824,0	2.558,6	2.261,3
+/- previous year %	-	-9,4	-11,6

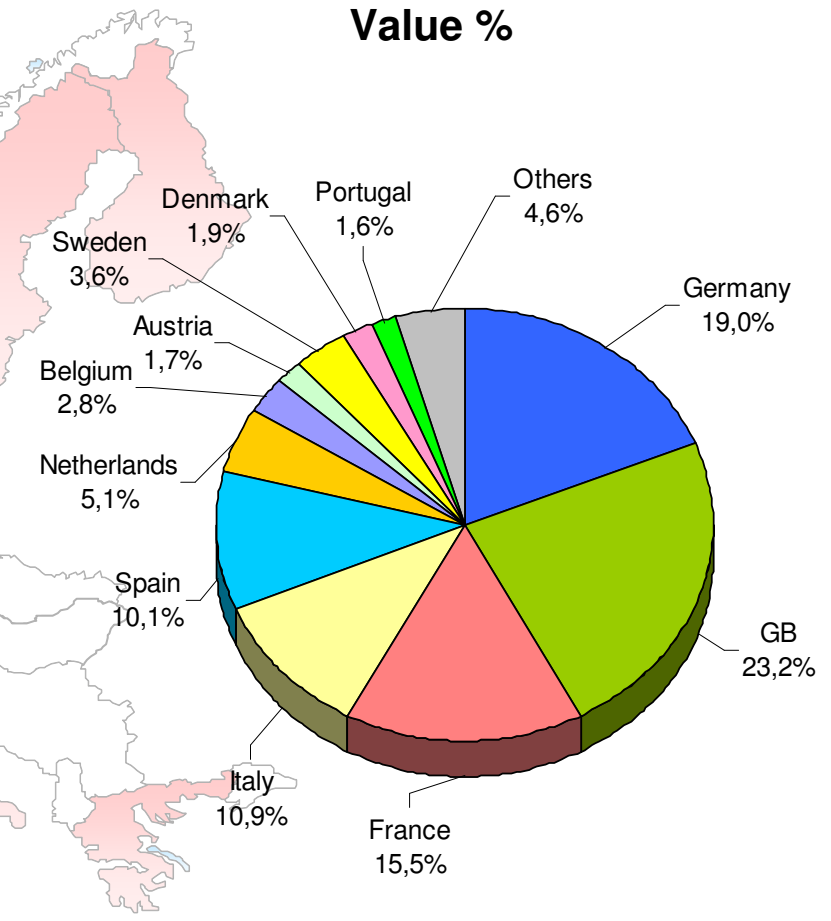
# Consumer Electronics Market Europe (EC) 2006



### Market Development TV Display Total (Mio. EURO)



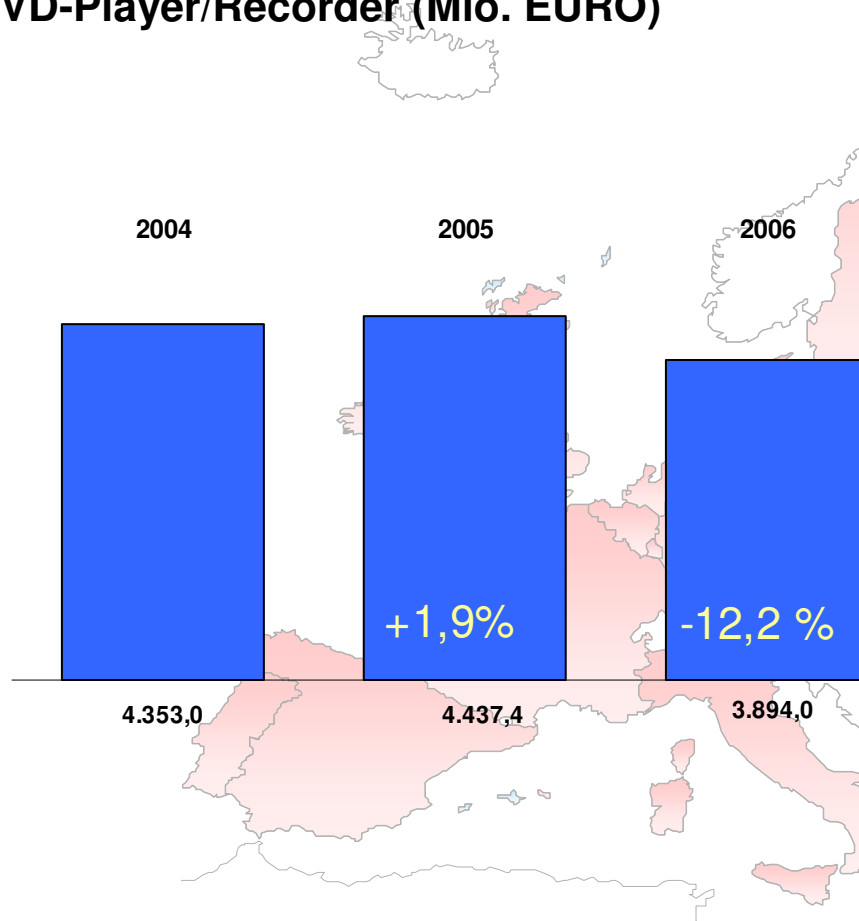
### Country Shares Value %



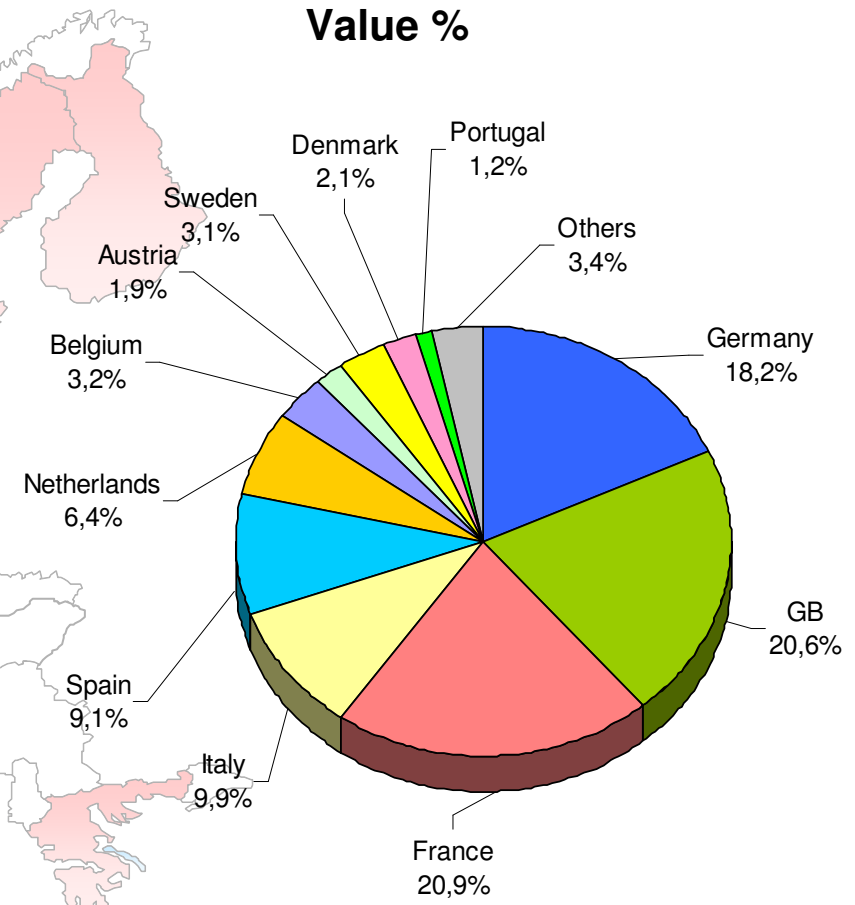
# Consumer Electronics Market Europe (EC) 2006



## Market Development DVD-Player/Recorder (Mio. EURO)



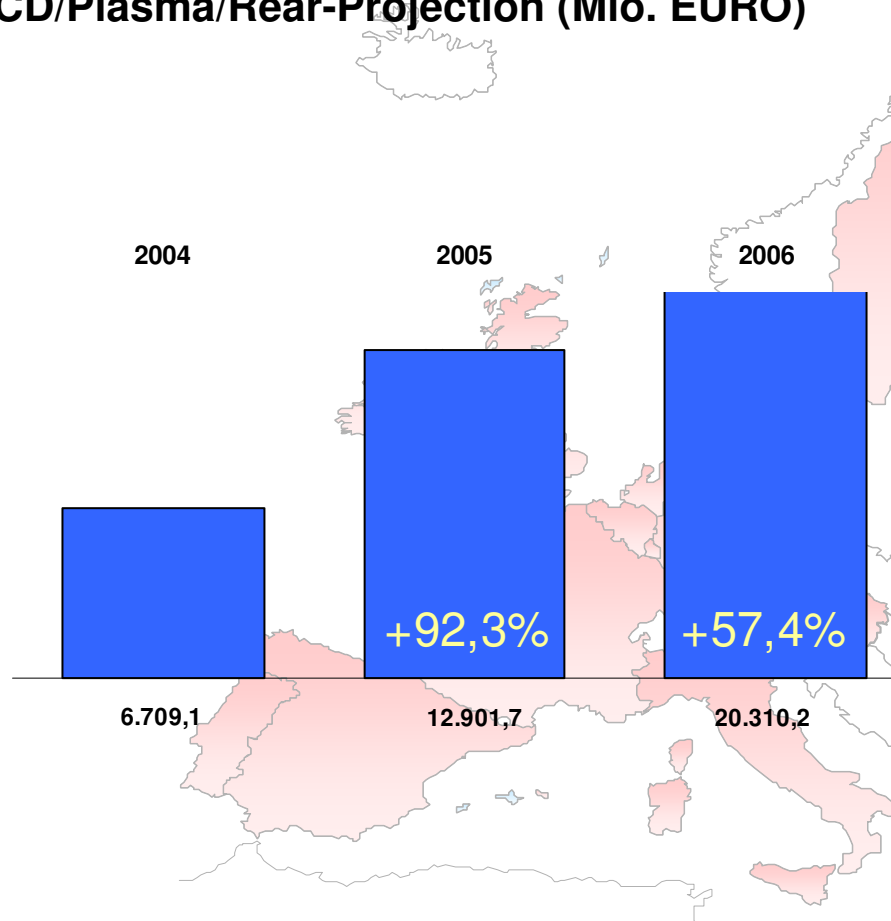
## Country Shares Value %



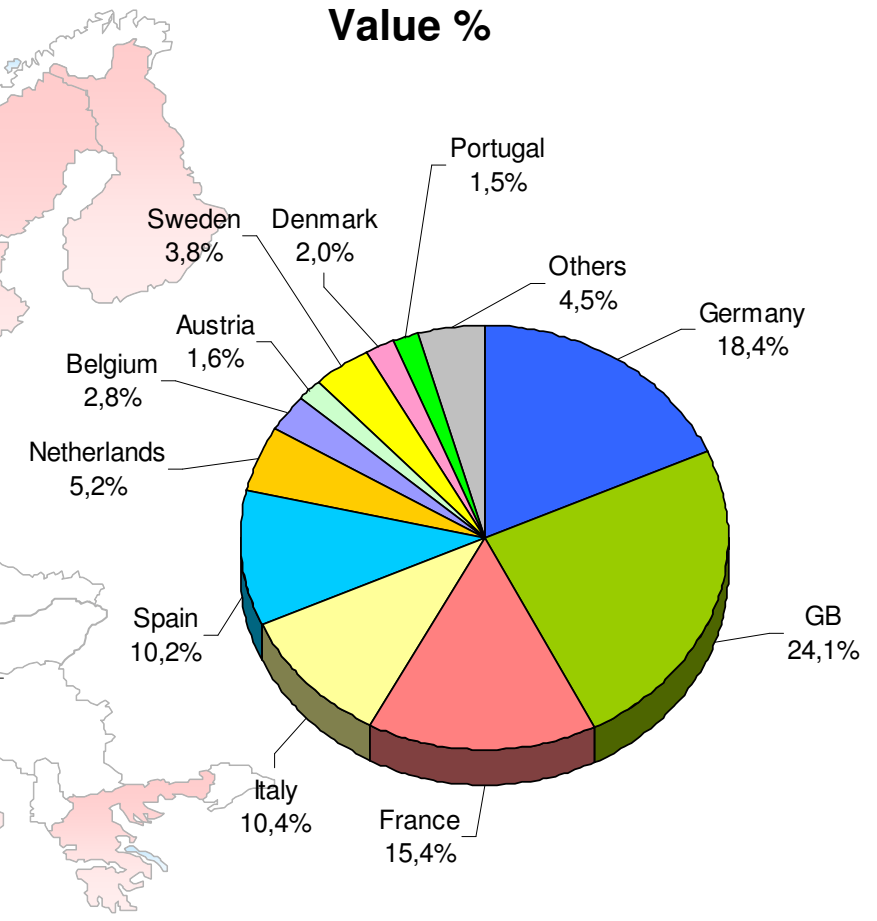
# Consumer Electronics Market Europe (EC) 2006



## Market Development LCD/Plasma/Rear-Projection (Mio. EURO)



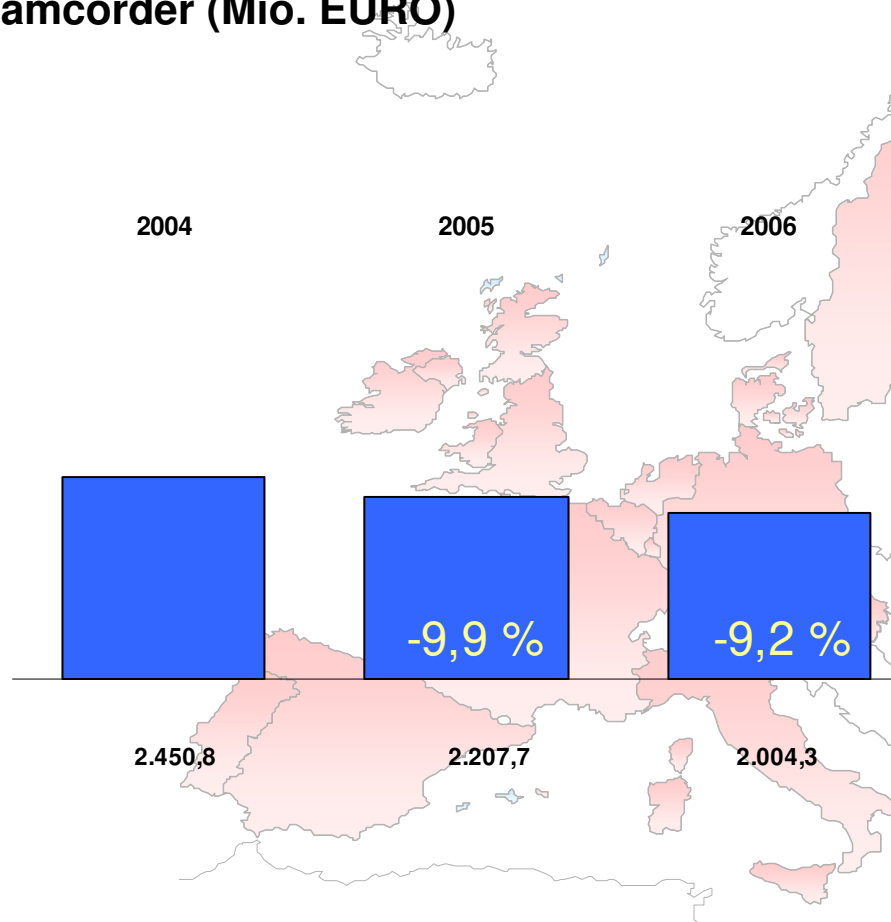
## Country Shares Value %



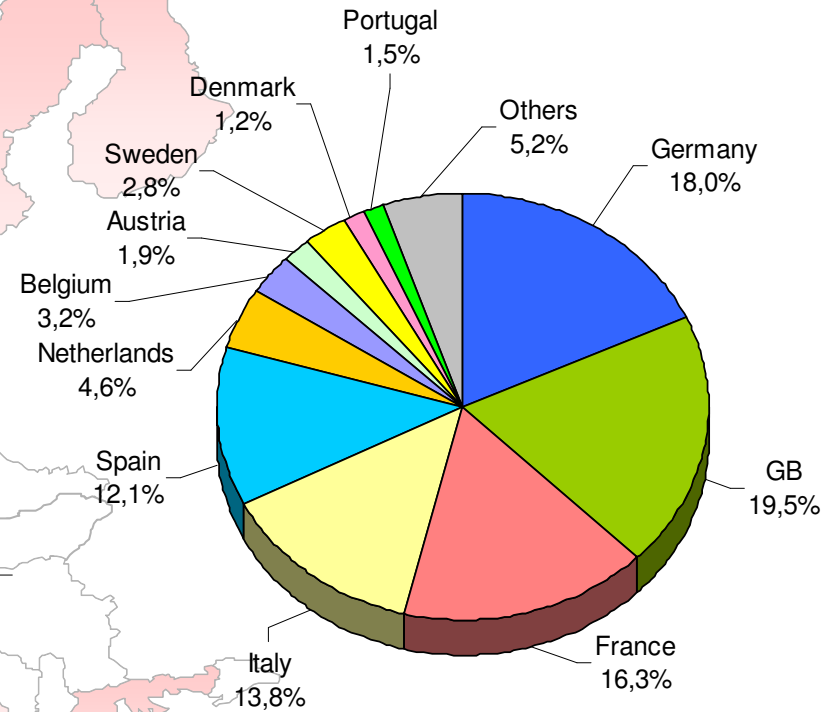
# Consumer Electronics Market Europe (EC) 2006



## Market Development Camcorder (Mio. EURO)



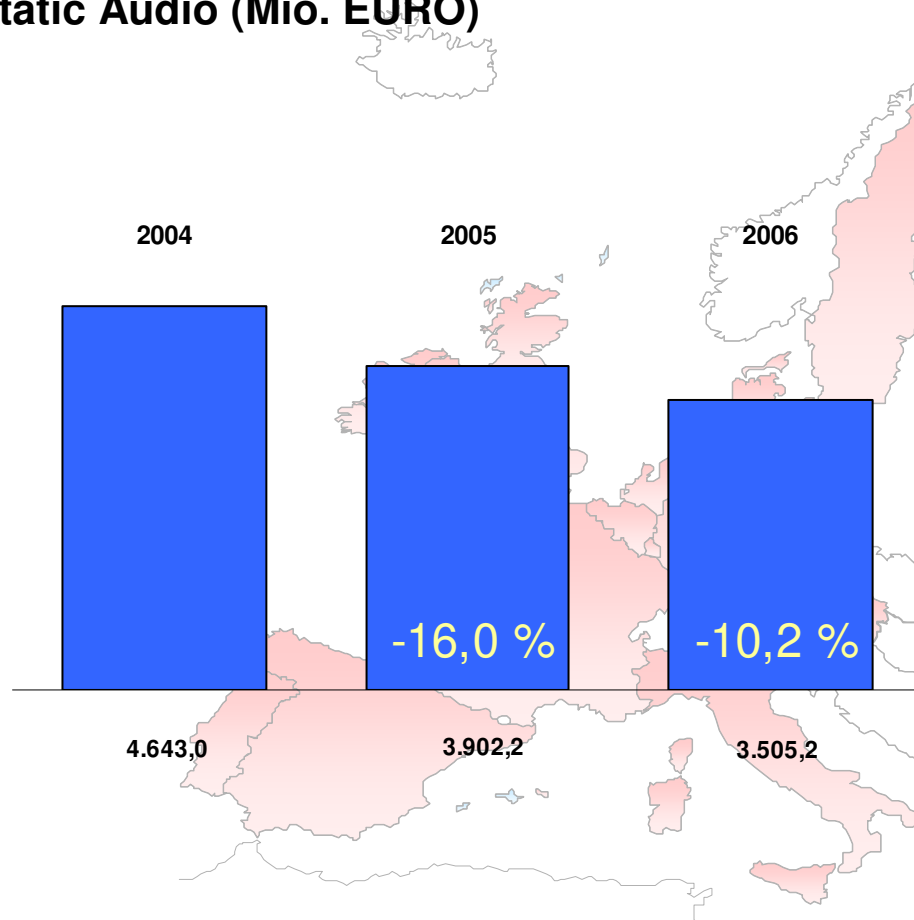
## Country Shares Value %



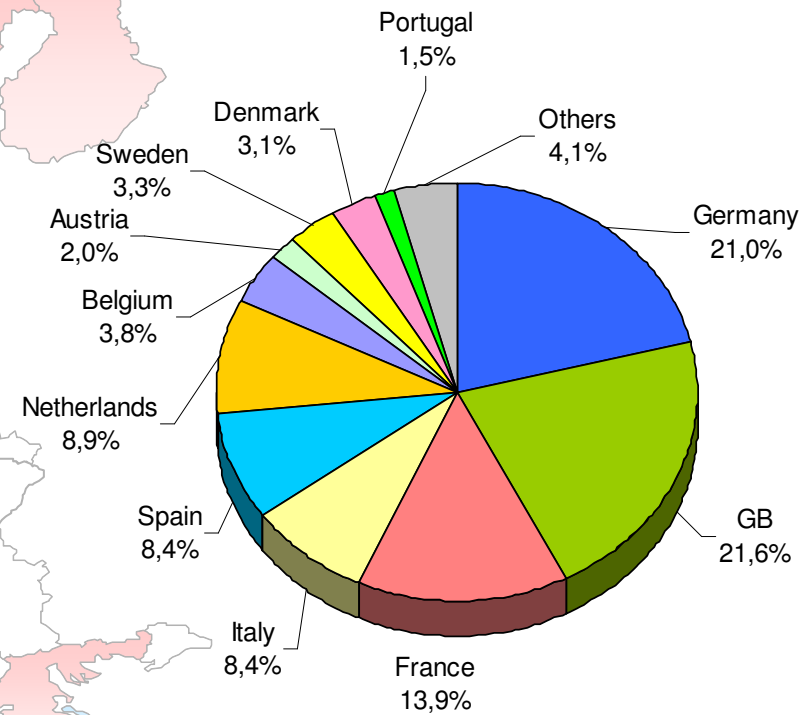
# Consumer Electronics Market Europe (EC) 2006



### Market Development Static Audio (Mio. EURO)



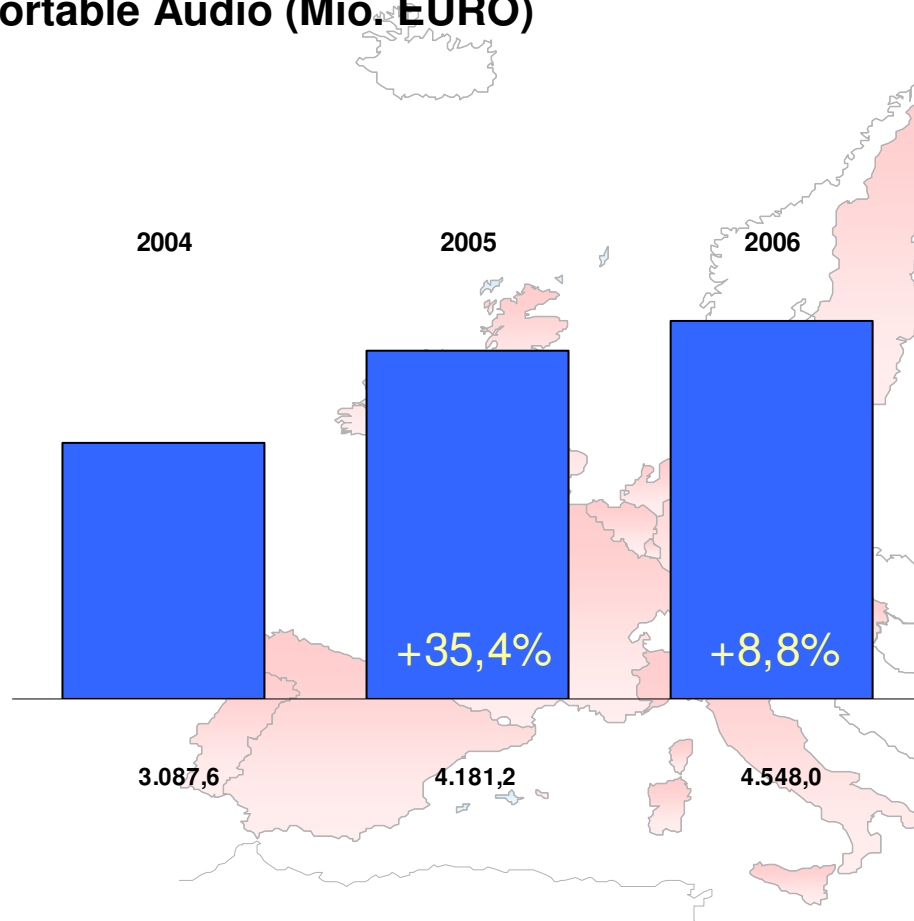
### Country Shares Value %



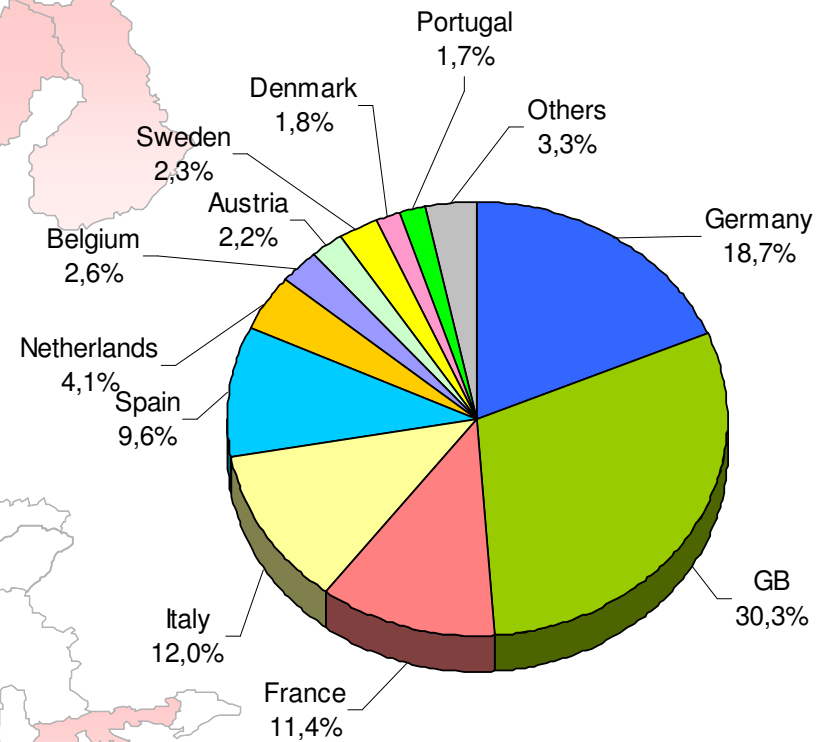
# Consumer Electronics Market Europe (EC) 2006



## Market Development Portable Audio (Mio. EURO)



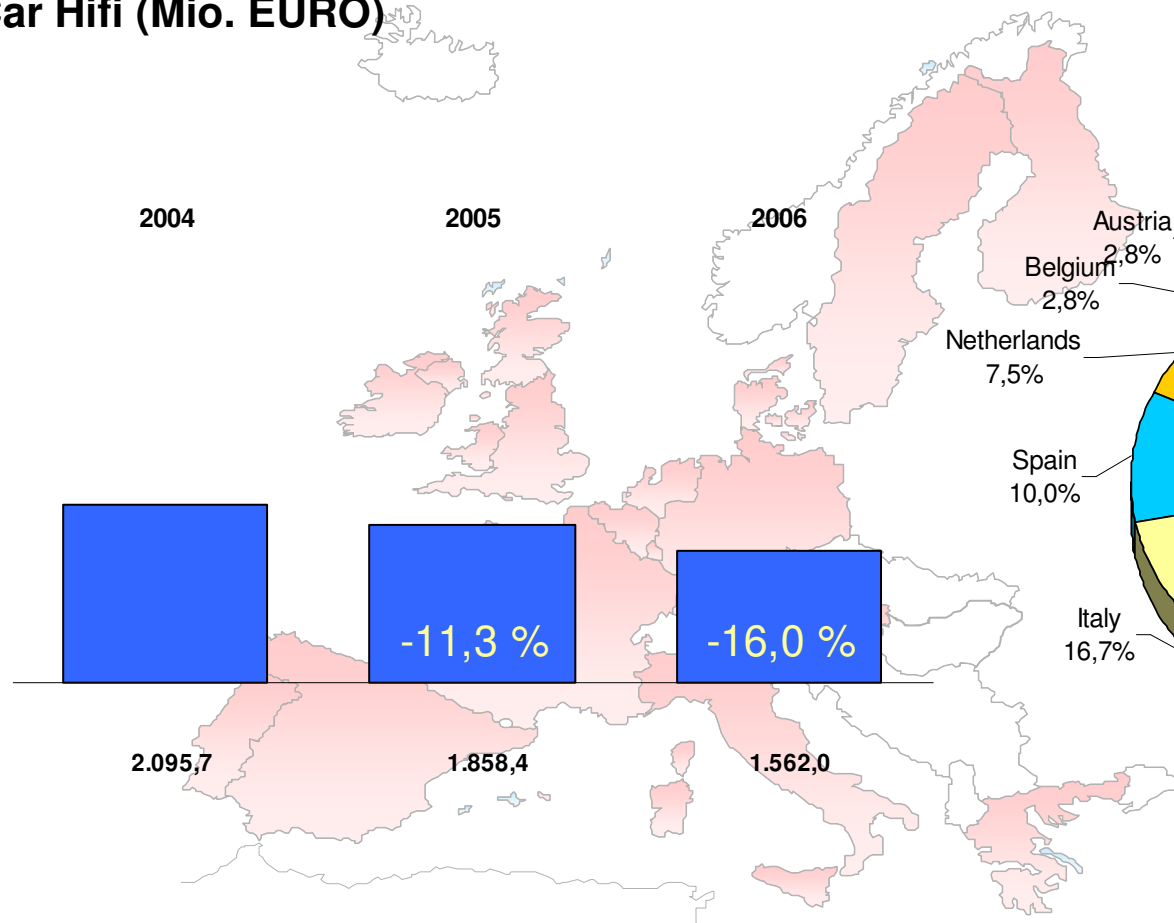
## Country Shares Value %



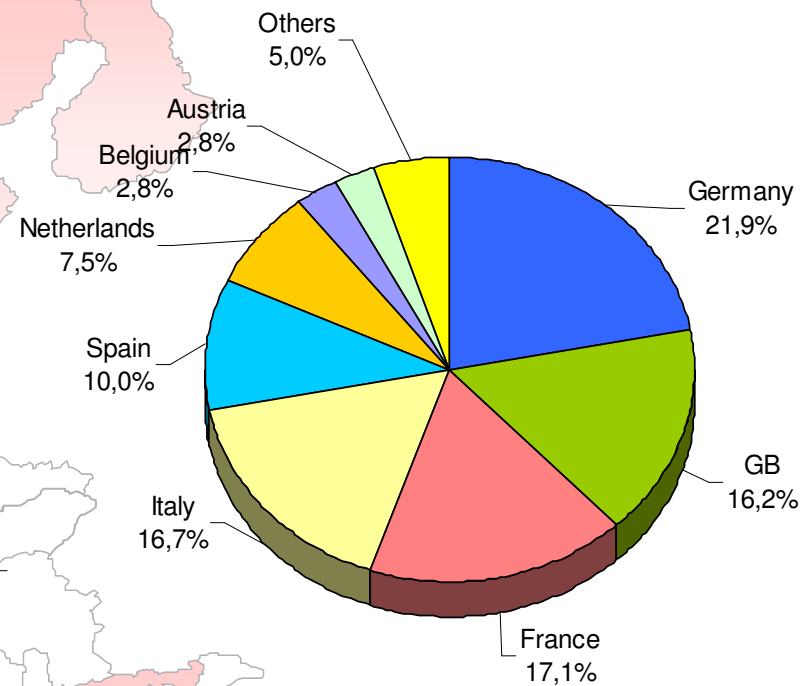
# Consumer Electronics Market Europe (EC) 2006



## Market Development Car Hifi (Mio. EURO)



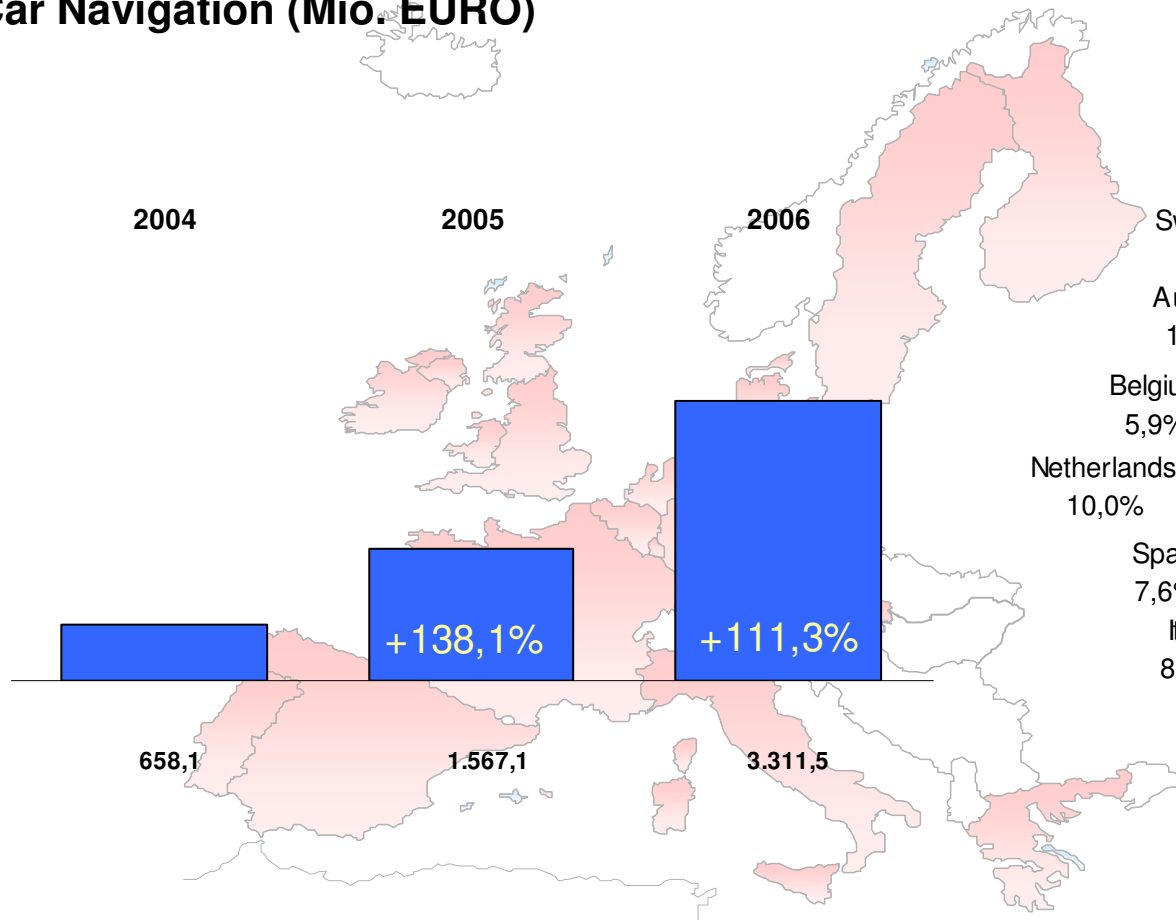
## Country Shares Value %



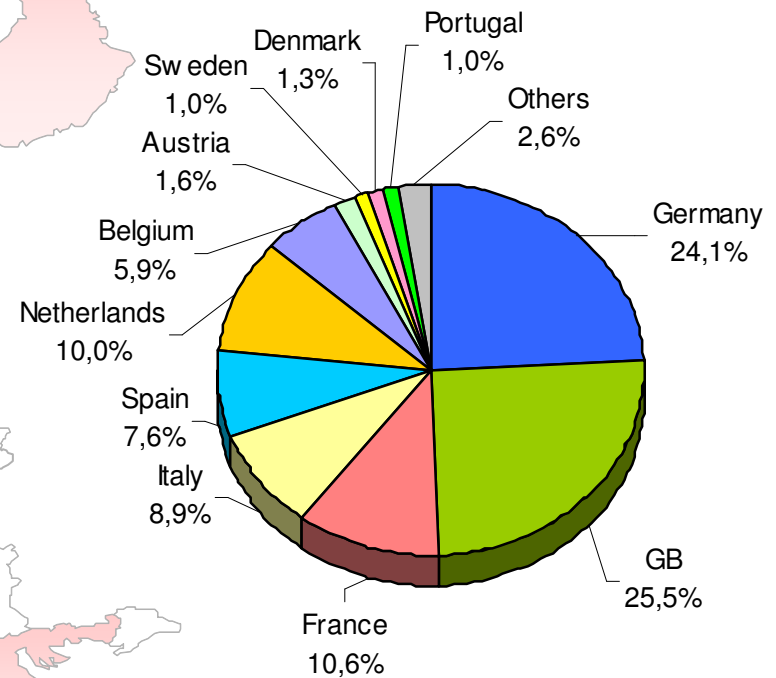
# Consumer Electronics Market Europe (EC) 2006



## Market Development Car Navigation (Mio. EURO)



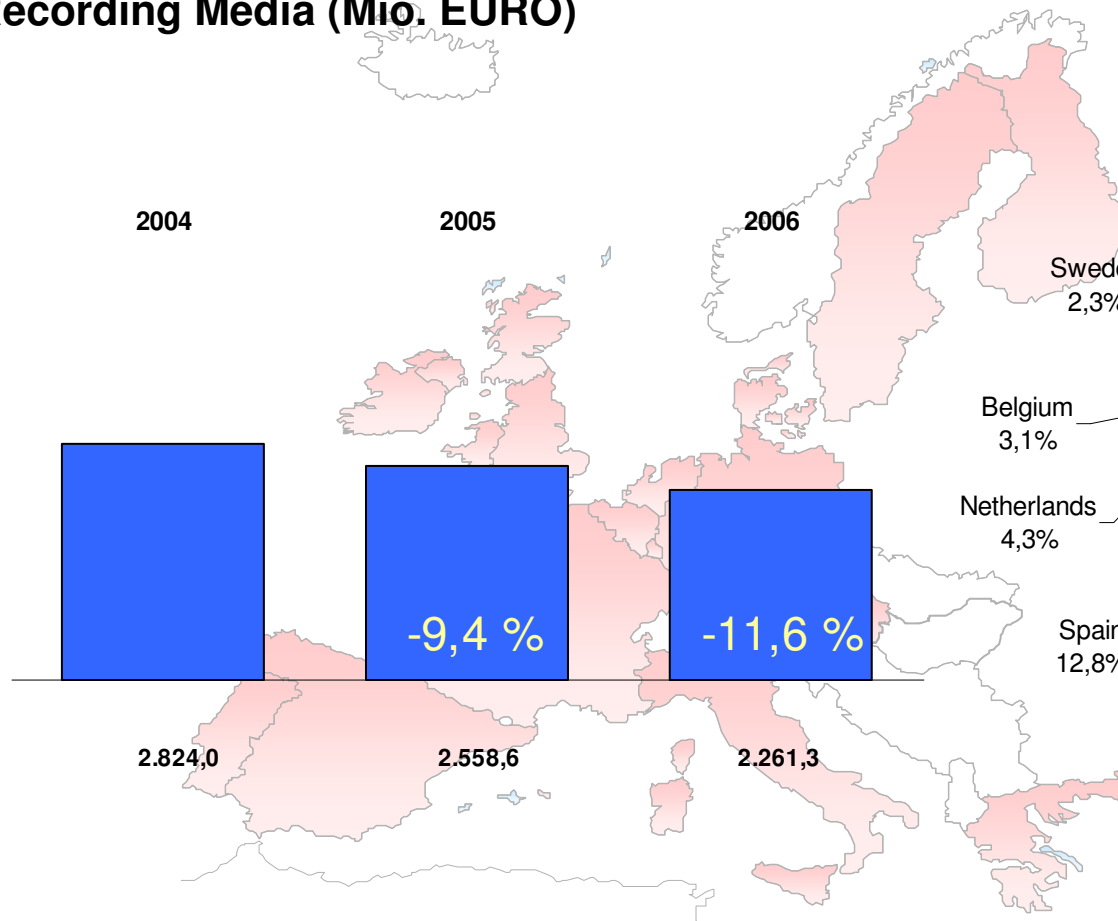
## Country Shares Value %



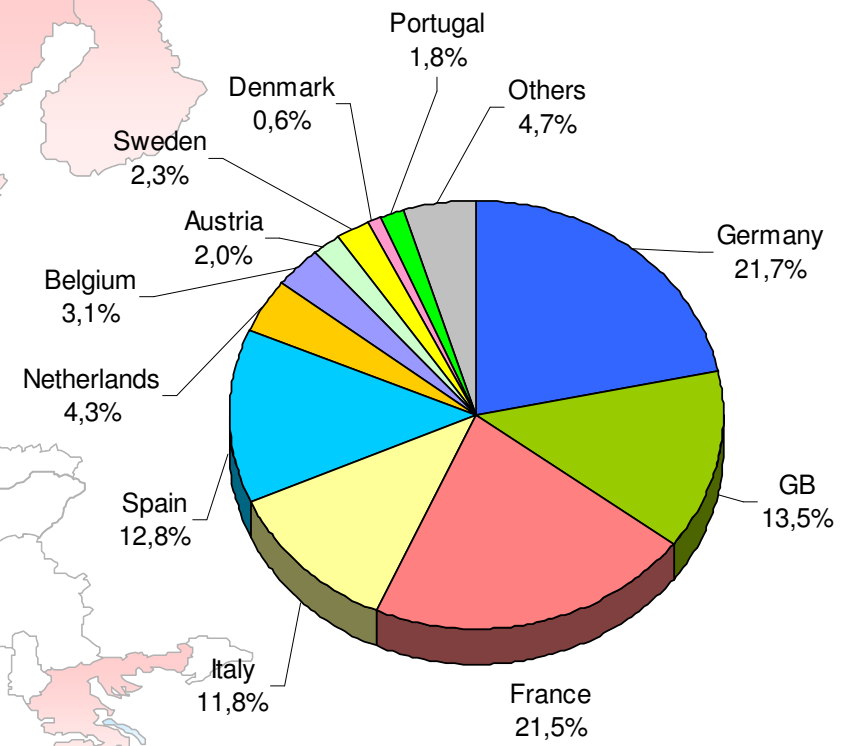
# Consumer Electronics Market Europe (EC) 2006



## Market Development Recording Media (Mio. EURO)



## Country Shares Value %



## Contact



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<http://www.gfkms.com>