

Consumer Electronics in Spain

July 2025

Table of Contents

Consumer Electronics in Spain

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

- Table 1 Sales of Consumer Electronics by Category: Volume 2020-2025
- Table 2 Sales of Consumer Electronics by Category: Value 2020-2025
- Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
- Table 4 Sales of Consumer Electronics by Category: % Value Growth 2020-2025
- Table 5 NBO Company Shares of Consumer Electronics: % Volume 2021-2025
- Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
- Table 7 Distribution of Consumer Electronics by Channel: % Volume 2020-2025
- Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
- Table 9 Forecast Sales of Consumer Electronics by Category: Value 2025-2030
- Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
- Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Business segment and gaming drive category's performance Lenovo retains leadership of stable competitive landscape Improving user experience supports growth of e-commerce

PROSPECTS AND OPPORTUNITIES

Monitors expected to remain dynamic performer over the forecast period Sustainability strategies and distribution will be subject to innovation Al focus on performance is expected to be ubiquitous for future innovation

CATEGORY DATA

- Table 12 Sales of Computers and Peripherals by Category: Volume 2020-2025
- Table 13 Sales of Computers and Peripherals by Category: Value 2020-2025
- Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2020-2025
- Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2020-2025
- Table 16 Sales of Computers by Category: Business Volume 2020-2025
- Table 17 Sales of Computers by Category: Business Value MSP 2020-2025
- Table 18 Sales of Computers by Category: Business Volume Growth 2020-2025
- Table 19 Sales of Computers by Category: Business Value MSP Growth 2020-2025
- Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2021-2025
- Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2022-2025
- Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2020-2025
- Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2025-2030

- Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2025-2030
- Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2025-2030
- Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2025-2030
- Table 27 Forecast Sales of Computers by Category: Business Volume 2025-2030
- Table 28 Forecast Sales of Computers by Category: Business Value MSP 2025-2030
- Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2025-2030
- Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2025-2030

In-Car Entertainment in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Ongoing struggle for traditional in-car entertainment in Spain

Volume declines across the category but TomTom stands out with share gain

E-commerce remains resilient despite downturn in demand

PROSPECTS AND OPPORTUNITIES

In-dash media players expected to record steepest decline

Innovation is expected to continue despite demand contraction

Resilient secondary car market poised to sustain some demand

CATEGORY DATA

- Table 31 Sales of In-Car Entertainment by Category: Volume 2020-2025
- Table 32 Sales of In-Car Entertainment by Category: Value 2020-2025
- Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2020-2025
- Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2020-2025
- Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2021-2025
- Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2022-2025
- Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2020-2025
- Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2025-2030
- Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2025-2030
- Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2025-2030
- Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2025-2030

Home Audio and Cinema in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consistent decline for home audio and cinema despite demand for soundbars

Soundbars supports share gain for Samsung

Retail offline remains dominant, despite rise of e-commerce

PROSPECTS AND OPPORTUNITIES

Further decline but premiumisation offers some potential

Soundbars expected to be the hub of innovation

Home cinema set to see rise of premium product demand

CATEGORY DATA

- Table 42 Sales of Home Audio and Cinema by Category: Volume 2020-2025
- Table 43 Sales of Home Audio and Cinema by Category: Value 2020-2025
- Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2020-2025
- Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2020-2025

- Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2021-2025
- Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2022-2025
- Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2021-2025
- Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2025-2030
- Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2025-2030
- Table 51 Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2025-2030
- Table 52 Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2025-2030

Home Video in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sporting events and sponsorships support soar in demand for home video Hisense makes further gains with competitive prices and expanding distribution Omnichannel experience gains relevance for local consumers

PROSPECTS AND OPPORTUNITIES

Video players poised to disappear from the Spanish market

Design-driven innovation and Al features are expected to dominate development

Competitive landscape expected to be redefined by new entrants

CATEGORY DATA

- Table 53 Sales of Home Video by Category: Volume 2020-2025
- Table 54 Sales of Home Video by Category: Value 2020-2025
- Table 55 Sales of Home Video by Category: % Volume Growth 2020-2025
- Table 56 Sales of Home Video by Category: % Value Growth 2020-2025
- Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2020-2025
- Table 58 NBO Company Shares of Home Video: % Volume 2021-2025
- Table 59 LBN Brand Shares of Home Video: % Volume 2022-2025
- Table 60 Distribution of Home Video by Channel: % Volume 2020-2025
- Table 61 Forecast Sales of Home Video by Category: Volume 2025-2030
- Table 62 Forecast Sales of Home Video by Category: Value 2025-2030
- Table 63 Forecast Sales of Home Video by Category: % Volume Growth 2025-2030 Table 64 Forecast Sales of Home Video by Category: % Value Growth 2025-2030
- Table 65 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2025-2030

Wireless Headphones in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Mass segment drives growth of wireless headphones in Spain Competitive landscape remains concentrated in the premium segment E-commerce strengthens position as leading distribution channel

PROSPECTS AND OPPORTUNITIES

Mass products set to continue driving category growth
Wireless headphones set for rapid innovation with smart new features
Challenger brands expand in Spain's wireless audio landscape

CATEGORY DATA

Table 66 - Sales of Wireless Headphones by Category: Volume 2020-2025

Table 67 - Sales of Wireless Headphones by Category: Value 2020-2025

- Table 68 Sales of Wireless Headphones by Category: % Volume Growth 2020-2025
- Table 69 Sales of Wireless Headphones by Category: % Value Growth 2020-2025
- Table 70 NBO Company Shares of Wireless Headphones: % Volume 2021-2025
- Table 71 LBN Brand Shares of Wireless Headphones: % Volume 2022-2025
- Table 72 Distribution of Wireless Headphones by Channel: % Volume 2020-2025
- Table 73 Forecast Sales of Wireless Headphones by Category: Volume 2025-2030
- Table 74 Forecast Sales of Wireless Headphones by Category: Value 2025-2030
- Table 75 Forecast Sales of Wireless Headphones by Category: % Volume Growth 2025-2030
- Table 76 Forecast Sales of Wireless Headphones by Category: % Value Growth 2025-2030

Imaging Devices in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Digital cameras emerges as the most dynamic performer

Fujifilm expands its presence in the local market

E-commerce is leading channel and emerges as most dynamic performer

PROSPECTS AND OPPORTUNITIES

Digital cameras to fuel demand for imaging devices

Transition to smart homes expected to fuel demand for imaging devices

High-end digital cameras are expected to see a rise in demand

CATEGORY DATA

- Table 77 Sales of Imaging Devices by Category: Volume 2020-2025
- Table 78 Sales of Imaging Devices by Category: Value 2020-2025
- Table 79 Sales of Imaging Devices by Category: % Volume Growth 2020-2025
- Table 80 Sales of Imaging Devices by Category: % Value Growth 2020-2025
- Table 81 NBO Company Shares of Imaging Devices: % Volume 2021-2025
- Table 82 LBN Brand Shares of Imaging Devices: % Volume 2022-2025
- Table 83 Distribution of Imaging Devices by Channel: % Volume 2020-2025
- Table 84 Forecast Sales of Imaging Devices by Category: Volume 2025-2030
- Table 85 Forecast Sales of Imaging Devices by Category: Value 2025-2030
- Table 86 Forecast Sales of Imaging Devices by Category: % Volume Growth 2025-2030
- Table 87 Forecast Sales of Imaging Devices by Category: % Value Growth 2025-2030

Mobile Phones in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Feature phones sees surprising surge amid rise of nostalgia tech growth Xiaomi consolidates its position as leading player amid rising competition

Marketplaces fuel further share gain for e-commerce

PROSPECTS AND OPPORTUNITIES

Competitive pressures expected to rise amid entry and expansion of new players Refurbished devices are expected to see further demand Innovation to centre on camera advancements and Al integration

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2020-2025

Table 89 - Sales of Mobile Phones by Category: Value 2020-2025

- Table 90 Sales of Mobile Phones by Category: % Volume Growth 2020-2025
- Table 91 Sales of Mobile Phones by Category: % Value Growth 2020-2025
- Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2022-2025
- Table 93 NBO Company Shares of Mobile Phones: % Volume 2021-2025
- Table 94 LBN Brand Shares of Mobile Phones: % Volume 2022-2025
- Table 95 Distribution of Mobile Phones by Channel: % Volume 2020-2025
- Table 96 Forecast Sales of Mobile Phones by Category: Volume 2025-2030
- Table 97 Forecast Sales of Mobile Phones by Category: Value 2025-2030
- Table 98 Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030
- Table 99 Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030
- Table 100 Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

Portable Players in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless speakers continues to drive growth of portable players

Harman International retains leadership due to strength in wireless speakers

Budget marketplaces fuel the growth of e-commerce

PROSPECTS AND OPPORTUNITIES

Sustained growth expected amid product exits

Innovation is expected to remain dynamic within wireless speakers

Durability and Al integration are expected to be at the core of innovation

CATEGORY DATA

- Table 101 Sales of Portable Players by Category: Volume 2020-2025
- Table 102 Sales of Portable Players by Category: Value 2020-2025
- Table 103 Sales of Portable Players by Category: % Volume Growth 2020-2025
- Table 104 Sales of Portable Players by Category: % Value Growth 2020-2025
- Table 105 NBO Company Shares of Portable Players: % Volume 2021-2025
- Table 106 LBN Brand Shares of Portable Players: % Volume 2022-2025
- Table 107 Distribution of Portable Players by Channel: % Volume 2020-2025
- Table 108 Forecast Sales of Portable Players by Category: Volume 2025-2030
- Table 109 Forecast Sales of Portable Players by Category: Value 2025-2030
- Table 110 Forecast Sales of Portable Players by Category: % Volume Growth 2025-2030
- Table 111 Forecast Sales of Portable Players by Category: % Value Growth 2025-2030

Wearable Electronics in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Smart wearables continues to drive growth of wearable electronics

Xiaomi consolidates leadership with innovation and new models

E-commerce strengthens dominance of wearable electronics

PROSPECTS AND OPPORTUNITIES

Rings are expected to reinvigorate activity bands

More competitive players are expected to enter

Age-inclusive innovation to drive product advancement in wearable electronics

CATEGORY DATA

- Table 112 Sales of Wearable Electronics by Category: Volume 2020-2025
- Table 113 Sales of Wearable Electronics by Category: Value 2020-2025
- Table 114 Sales of Wearable Electronics by Category: % Volume Growth 2020-2025
- Table 115 Sales of Wearable Electronics by Category: % Value Growth 2020-2025
- Table 116 NBO Company Shares of Wearable Electronics: % Volume 2021-2025
- Table 117 LBN Brand Shares of Wearable Electronics: % Volume 2022-2025
- Table 118 Distribution of Wearable Electronics by Channel: % Volume 2020-2025
- Table 119 Forecast Sales of Wearable Electronics by Category: Volume 2025-2030
- Table 120 Forecast Sales of Wearable Electronics by Category: Value 2025-2030
- Table 121 Forecast Sales of Wearable Electronics by Category: % Volume Growth 2025-2030
- Table 122 Forecast Sales of Wearable Electronics by Category: % Value Growth 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-electronics-in-spain/report.