



Home Audio and Cinema in the Netherlands

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Soundbars is the key driver of growth in home audio and cinema in 2025
Sony Nederland BV retains its lead with a strong cross-category presence
Retail e-commerce leads distribution, with pure and omnichannel players leading sales

PROSPECTS AND OPPORTUNITIES

Soundbar adoption is set to rise, benefiting from TV upgrades and space constraints
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AI-powered soundbars may emerge as the audio hub of modern Dutch households

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