

BFE MARKEDSINFORMATION

Salg fra detail til forbruger
(forbrugerpriser inkl. Moms)

VAREGRUPPER:	ÅRSOPGØRELSE 2009			
	TOTALMARKED			
	Styk	Avance procent	Gnst. forbrugerpris incl. moms	Detail omsætning Mio.kr.
VISUELT				
TV	780.000	20%	5.721	4.462
Plasma/LCD	780.000	20%	5.721	4.462
DVD total	440.000	19%	1.157	519
DVD player	220.000	19%	393	86
DVD Recorder/Combi DVDR/HD	90.000	19%	1.663	150
Blue Ray	50.000	19%	1.698	85
Home Cinema Systems	80.000	23%	2.476	198
Camcorder, DV	55.000	20%	2.898	159
Digital still kamera	550.000	20%	1.497	823
VISUELT TOTAL		20%		5.964
STATIONÆRT AUDIO				
Receiver	30.000	24%	2.522	76
Systems	100.000	24%	1.530	153
STATIONÆRT AUDIO TOTAL				756
TRANSPORTABELT AUDIO				
Radiomodtager	80.000	22%	441	35
Kassetteradio	180.000	22%	365	66
MP3	570.000	18%	588	335
AUDIO TRANSP. TOTAL		19%		436
Andet (Transp.MD/CC/CD m.v.)		23%		487
AUDIO/VIDEO TOTAL		21%		7.643
AUTORADIO				
Headunits	60.000	26%	845	51
Øvrige		26%		84
AUTORADIO TOTAL		26%		135
AUDIO/VIDEO/AUTO TOTAL		21%		7.779
NAVIGATION	335.000	24%	1.051	352
Radionavigation/Mapsysteem	5.000	24%	5.263	26
Portable navigation	330.000	24%	987	326
Telefon, corded/cordless	400.000	35%	361	144
DVB-T tuner	380.000	35%	825	313
GRAND TOTAL		22%		8.588

ÅRSOPGØRELSE 2008	
TOTALMARKED	
Styk	Detail omsætning Mio.kr
630.000	3.569
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492.000	611
250.000	100
150.000	270
12.000	31
80.000	209
60.000	219
580.000	1.139
	5.537
30.000	59
115.000	184
	690
70.000	27
200.000	71
610.000	413
	511
	487
	7.225
110.000	106
	110
	216
	7.442
387.000	484
7.000	61
380.000	423
450.000	173
140.000	73
	8.171

INDEX	
2009/2008	
Antal stk	Detail Omsætning kr.
124%	125%
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89%	85%
88%	86%
60%	55%
417%	275%
100%	95%
92%	73%
95%	72%
	108%
100%	128%
87%	83%
	110%
114%	130%
90%	93%
93%	81%
	85%
	100%
	106%
55%	48%
	77%
	63%
	105%
87%	73%
71%	43%
87%	77%
89%	83%
271%	429%
	105%