

**BFE MARKEDSINFORMATION**

 Salg fra detail til forbruger  
 (forbrugerpriser inkl. Moms)

VAREGRUPPER:	ÅRSOPGØRELSE 2008			
	TOTALMARKED			
	Styk	Avance procent	Gnst. forbrugerpris incl. moms	Detail omsætning Mio.kr.
<b>VI SUELT</b>				
<b>TV</b>	630.000	20%	5.665	3.569
4:3				
16:9				
LCD/Plasma	630.000	20%	5.665	3.569
<b>DVD total</b>	480.000	19%	1.251	611
DVD player	250.000	19%	401	100
Combi DVD/VHS	0	19%	0	0
DVD Recorder/Combi DVDR/HD	150.000	19%	1.800	270
Blue Ray	12.000	19%	2.572	31
Home Cinema Systems	80.000	23%	2.618	209
Videobåndoptager				
Camcorder	60.000	20%	3.646	219
Digital still kamera	580.000	20%	1.964	1.139
<b>VI SUELT TOTAL</b>		20%		5.537
<b>STATIONÆRT AUDIO</b>				
Receiver	30.000	24%	1.974	59
Systems	115.000	24%	1.602	184
Højttalere stk/sæt	150.000	27%	2.979	447
<b>STATIONÆRT AUDIO TOTAL</b>				690
<b>TRANSPORTABELT AUDIO</b>				
Radiomodtager	70.000	22%	389	27
Kassetradio	200.000	22%	353	71
MP3	610.000	18%	677	413
<b>TRANSP. AUDIO TOTAL</b>		19%		511
Andet (Transp.MD/CC/CD m.v.)		23%		487
<b>AUDIO/VIDEO TOTAL</b>		21%		7.225
<b>AUTORADIO</b>				
Headunits	110.000	26%	967	106
Øvrige		26%		110
<b>AUTORADIO TOTAL</b>		26%		216
<b>AUDIO/VIDEO/AUTO TOTAL</b>		21%		7.442
<b>NAVIGATION</b>	387.000	24%	1.249	484
Radionavigation/Mapsystem	7.000	24%	8.694	61
Portable	380.000	24%	1.112	423
Telefon, corded/cordless	450.000	35%	385	173
DVB-T tuner	140.000	35%	522	73
<b>GRAND TOTAL</b>		21%		8.171

ÅRSOPGØRELSE 2007	
TOTALMARKED	
Styk	Detail omsætning Mio.kr
600.000	3.979
35.000	60
5.000	9
560.000	3.909
560.000	752
250.000	100
30.000	23
200.000	407
80.000	221
4.000	3
70.000	273
600.000	1.314
	6.321
30.000	59
115.000	294
150.000	622
	975
60.000	30
180.000	74
540.000	372
	476
	487
	8.259
140.000	145
	110
	255
	8.514
359.000	572
9.000	84
350.000	488
525.000	217
	9.303

INDEX	
2008/2007	
Antal stk	Detail Omsætning kr.
105%	90%
113%	91%
86%	81%
100%	100%
0%	0%
75%	66%
100%	95%
0%	0%
86%	80%
97%	87%
	88%
100%	100%
100%	63%
100%	72%
	71%
117%	90%
111%	96%
113%	111%
	107%
	100%
	87%
79%	73%
	100%
	85%
	87%
108%	84%
78%	73%
109%	87%
86%	80%
	88%