

## **Home Video in Chile**

Market Direction | 2022-07-22 | 20 pages | Euromonitor

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### **Report description:**

In 2021, home video recorded double-digit retail volume and current value growth, initially driven by the continuation of pandemic-related lockdowns in Chile, which forced many local consumers to rely on at-home entertainment. In addition, major sporting events occurred in 2021 such as the Summer Olympic Games and the America's Cup. The second major factor was that many Chileans were able to access additional funds as a result of successive withdrawals from the pension system and cash subsidies...

Euromonitor International's Home Video in Chile report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Televisions, Video Players.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Home Video market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
July 2022

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Following 2021's impressive growth, home video suffers significant contraction in 2022

Samsung launches MICRO LED, Neo QLED and Lifestyle televisions in 2022

OLED TVs doubles in volume in 2022 in line with greater transition towards larger models in Chile

LG continues to lead, closely followed by Samsung in 2022

#### **PROSPECTS AND OPPORTUNITIES**

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