

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.

Table of Contents:

Home Video in Chile
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List Of Contents And Tables

HOME VIDEO IN CHILE

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

Innovation, sustainability and promotions key growth elements for home video

E-commerce consolidates position as key channel in sales structure of home video players

Higher costs could remain challenge for greater uptake of OLED TVs

CATEGORY DATA

Table 1 Sales of Home Video by Category: Volume 2017-2022

Table 2 Sales of Home Video by Category: Value 2017-2022

Table 3 Sales of Home Video by Category: % Volume Growth 2017-2022

Table 4 Sales of Home Video by Category: % Value Growth 2017-2022

Table 5 Sales of LCD TVs by Network Connectivity: % Retail Volume 2017-2022

Table 6 NBO Company Shares of Home Video: % Volume 2018-2022

Table 7 LBN Brand Shares of Home Video: % Volume 2019-2022

Table 8 Distribution of Home Video by Channel: % Volume 2017-2022

Table 9 Forecast Sales of Home Video by Category: Volume 2022-2027

Table 10 □Forecast Sales of Home Video by Category: Value 2022-2027

Table 11 □Forecast Sales of Home Video by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Home Video by Category: % Value Growth 2022-2027

Table 13 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2022-2027

CONSUMER ELECTRONICS IN CHILE

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 15 Sales of Consumer Electronics by Category: Value 2017-2022

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

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Table 18 NBO Company Shares of Consumer Electronics: % Volume 2018-2022
Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022
Table 20 Distribution of Consumer Electronics by Channel: % Volume 2017-2022
Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027
Table 22 Forecast Sales of Consumer Electronics by Category: Value 2022-2027
Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027
Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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