

Home Audio and Cinema in Italy

Market Direction | 2022-07-27 | 23 pages | Euromonitor

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Report description:

Home audio and cinema faces the challenge of a growing number of consumers switching to smartphones, wireless speakers, and Bluetooth headsets as substitutes for traditional home audio and cinema products. In addition, an increasing number of consumers are using virtual assistants for listening to music, as well as to gather information. Furthermore, modern living spaces have become smaller, forcing younger consumers to limit the number of devices they purchase and bolstering the trend towards m...

Euromonitor International's Home Audio and Cinema in Italy 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: Audio Separates, Digital Media Player Docks, Hi-Fi Systems, Home Cinema and Speaker Systems, Other Home Audio and Cinema, Speakers.

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 Audio and Cinema 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.

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Improved audio experience at home

Sales of TVs support sales of soundbars, while smart speakers take share from traditional products

Smart speakers stealing share from traditional home audio

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Soundbars in bundle with new TVs, and increasing integration with the IoT

Government bonus for TVs supports sales of other in-home products

Less in demand products will remain available through independents

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