

Home Video in Argentina

Market Direction | 2022-07-27 | 20 pages | Euromonitor

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Report description:

Historically, FIFA World Cup years have been the most popular time for Argentinian consumers to upgrade their televisions to larger and more sophisticated models in preparation for viewing the competition. The main shift in 2022 is a seasonal-based distribution of sales - rapidly rising sales tend to occur in the first quarter of World Cup years, before the competition in June and July. However, in 2022 the World Cup takes place in Qatar, where temperatures run very high in June and July. To avo...

Euromonitor International's Home Video in Argentina 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 reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

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Seasonal shift in rising sales of televisions during World Cup year
Noblex remains out in front, with Philips and Samsung close behind
Investment increases in high-end, high-tech options

PROSPECTS AND OPPORTUNITIES

Screen sizes to keep on expanding
Hypermarkets and supermarkets to remain key distribution channel
Video players to fade into oblivion in the first half of forecast period

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