

Home Video in Colombia

Market Direction | 2022-07-27 | 19 pages | Euromonitor

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Report description:

By the end of 2022, Qatar will host the 22nd FIFA World Cup. This time, Colombia did not qualify among the four (sometimes five) countries that represent South America in this tournament. Nevertheless, Colombian people are huge fans of football and will be avidly following the World Cup on-screen. Traditionally, many local consumers like to replace their old TV sets in World Cup years and upgrade to the latest technology to enhance their viewing experience. This eagerness to watch the World Cup...

Euromonitor International's Home Video in Colombia 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Samsung and LG lead, but local players attract consumers with affordable options

Innovative technology from Samsung and LG raises the bar for quality in televisions

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