

Home Video in Italy

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

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Report description:

During 2021, the growth of the home video category was significant thanks to major sports event on one side, and, more prominently, thanks to the Italian Government's financial support for those purchasing TVs and decoders for the upcoming switch-off of frequencies, which is scheduled to take place in 2023. The switch-off, planned to free up some frequencies and host 5G connections in the future was originally planned for 2022, but due to the uncertain economic environment and the COVID-19 crisi...

Euromonitor International's Home Video 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: 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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Switch off of frequencies boosts sales of TVs

Consumers look to Black Friday to find TV deals

Samsung to stay top, while Sony sees continued share decline

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Consumers buying decoders will have to buy a new TV at some point

Western European local branches in a better position for import and distribution

Greater connectivity, while video players become obsolete

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