

## **Home Audio and Cinema in Portugal**

Market Direction | 2022-08-08 | 19 pages | Euromonitor

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### **Report description:**

Home audio and cinema sub-categories such as audio separates, Hi-Fi systems, digital media player docks and speakers, continue to face competition from multifunctional devices such as smartphones, headphones, televisions, sound bars and wireless speakers. The growing popularity of smartphones, wireless speakers and music streaming services such as Spotify and Apple Music weighed heavily on demand for home audio and cinema throughout the review period, with audio separates, Hi-Fi systems, digital...

Euromonitor International's Home Audio and Cinema in Portugal 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.

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,

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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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Traditional devices continue to be replaced by multifunctional alternatives and streaming services

Sound bars continue to benefit from 2021 new releases, but to a lesser degree

Sony maintains its lead and value shows small growth, whereas volume remains in decline

#### **PROSPECTS AND OPPORTUNITIES**

Declining trend expected over the forecast period, with value faring better than volume due to niche premium sales

Wireless sound bars and multi-room systems see opportunities for growth

E-commerce expected to gain further ground, with retailers embracing an omnichannel model

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