

Home Audio and Cinema in South Africa

Market Direction | 2022-08-05 | 20 pages | Euromonitor

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Report description:

While demand for home audio and cinema is predicted to marginally decline in 2022, following a positive performance the previous year, sales volumes remain higher than pre-pandemic levels. The category is being driven by home cinema and speaker systems, and more specifically, soundbars. Soundbars are largely being boosted by their fashionable, compact nature which appeals to younger, tech-savvy consumers. Many of these consumers live in small apartments, implying there is not sufficient space fo...

Euromonitor International's Home Audio and Cinema in South Africa 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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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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2022 DEVELOPMENTS

Home cinema and speaker systems grow, while remainder of category loses relevance

Samsung leads the charge, while by JBL edges past LG

Home entertainment remains a key sales driver, while e-commerce continues to gain share

PROSPECTS AND OPPORTUNITIES

Home entertainment set to remain a focus, while soundbars will gain further traction

Load-shedding and growing TV penetration to present opportunities over forecast period

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