

## **Home Video in Egypt**

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

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### **Report description:**

The sales volume of LCD TVs will continue to show positive retail volume growth in 2022 driven by several key trends. Currently, smart LCD TVs represent 80% of sold TVs and the demand is still growing as consumers increasingly want devices that connect to the internet and provide them with a greater number of viewing options. Several brands are reacting to this trend through offering limited-time free subscriptions to entertainment streaming platforms such as Apple TV and Watch It. In addition,...

Euromonitor International's Home Video in Egypt 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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Euromonitor International  
August 2022

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LCD TVs are still enjoying a growing sales volume despite hiking prices limiting momentum

LG maintains lead thanks to continued dominance of OLED TVs

Store-based channels remain preferred for purchases of televisions

##### PROSPECTS AND OPPORTUNITIES

Growth to be driven by LCD TVs despite higher expected rates for OLED TVs

OLED TVs unit price is expected to decrease as entry of more players creates price competition

Economising consumers reduce overall demand for home video, but smart TVs will continue to make share gains

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