

## **Home Video in Malaysia**

Market Direction | 2022-08-08 | 21 pages | Euromonitor

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### **Report description:**

Retail constant value sales (2022 prices) of home video continued to rise during 2022 - albeit at their slowest rate during the review period. LCD TVs dominate, as OLED models remain unaffordable to most local consumers. Retail volume sales of home video were little better than static in 2022, with rising prices the main driver of growth in retail constant value sales. This was driven in large part by a global shortage of semiconductors.

Euromonitor International's Home Video in Malaysia 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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OLED TVs remain unaffordable to most

Streaming is killing demand for video players

Chinese brands are gradually gaining ground

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Demand will shift towards experiential consumption

More local consumers will shop online for televisions

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