

Home Video in South Africa

Market Direction | 2022-08-05 | 22 pages | Euromonitor

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Report description:

Despite the economic challenges posed by the pandemic, demand for televisions grew in 2020, as local consumers sought home entertainment options whilst in lockdown. However, the category experienced a decline in 2021, as the industry was rocked by the shortage of semiconductor chips, which are essential components of all electronics. Furthermore, pandemic-related factory closures and additional supply chain constraints limited stock availability, despite stable demand throughout the year. Nevert...

Euromonitor International's Home Video 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: 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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Table of Contents:

Home Video in South Africa
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List Of Contents And Tables

HOME VIDEO IN SOUTH AFRICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home video rebounds following a decline in 2021, while chip shortage remains an issue for manufacturers

Hisense maintains leadership and launches OLED TV, followed by Samsung and LG

The rise of streaming continues to facilitate the shift to internet smart TVs

PROSPECTS AND OPPORTUNITIES

Home video expected to record stable growth over forecast period

OLED TVs set to record buoyant growth, as incomes grow and penetration deepens

Smart TVs, increasing connectivity, and e-commerce to present growth opportunities

CATEGORY DATA

Table 1 Sales of Home Video by Category: Volume 2017-2022

Table 2 Sales of Home Video by Category: Value 2017-2022

Table 3 Sales of Home Video by Category: % Volume Growth 2017-2022

Table 4 Sales of Home Video by Category: % Value Growth 2017-2022

Table 5 Sales of LCD TVs by Network Connectivity: % Retail Volume 2017-2022

Table 6 NBO Company Shares of Home Video: % Volume 2018-2022

Table 7 LBN Brand Shares of Home Video: % Volume 2019-2022

Table 8 Distribution of Home Video by Channel: % Volume 2017-2022

Table 9 Forecast Sales of Home Video by Category: Volume 2022-2027

Table 10 □Forecast Sales of Home Video by Category: Value 2022-2027

Table 11 □Forecast Sales of Home Video by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Home Video by Category: % Value Growth 2022-2027

Table 13 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2022-2027

CONSUMER ELECTRONICS IN SOUTH AFRICA

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 15 Sales of Consumer Electronics by Category: Value 2017-2022

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

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Table 22 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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