

Home Video in Taiwan

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

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Report description:

LCD TVs is seeing some rises in 2022 as it begins to show signs of recovery from persistent review period decline. LCD TVs suffers from saturation; a weakened economy in Taiwan has encouraged prudence before making purchasing decisions regarding higher-priced consumer electronics. As such April's virus wave has not had much to contribute in terms of negative impact. Still, the product area has seen some support in the form of government subsidies. In October 2021 the Taiwanese government introdu...

Euromonitor International's Home Video in Taiwan 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

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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

LCD TVs rises a little despite saturation, benefiting from subsidy schemes

Competition heats up in OLED TVs, with LG still ahead but losing share

Panasonic retains lead in home video, enjoying co-marketing strategy and launching new line of OLED TVs

PROSPECTS AND OPPORTUNITIES

BD and DVD drop further downwards with no real hope of return

Computex to see renewed vigour over the forecast period

Major online promotions support sales in e-commerce, but appliances and electronics specialists to remain ahead

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