

## **Home Video in Spain**

Market Direction | 2022-07-28 | 20 pages | Euromonitor

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### **Report description:**

Retail constant value sales (2022 prices) of home video declined for the second consecutive year during 2022. Retail constant value sales of LCD TVs (which dominate this category) were particularly weak. More expensive OLED TVs are growing in popularity among local consumers, but retail value sales remained much lower than those of LCD TVs. Demand for OLED TVs is being boosted by growing consumer appreciation for their superior picture quality and greater energy efficiency.

Euromonitor International's Home Video in Spain 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 is gaining ground

Retail chains increasingly focused on e-commerce

With a strong presence in OLED TVs, LG narrows the gap to leader Samsung

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OLED TVs will remain the top performer, but LCD will continue to dominate sales

Chinese brands are getting more attention

Installation remains an important point to differentiation for some retail chains

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