

Home Video in Hungary

Market Direction | 2022-09-21 | 18 pages | Euromonitor

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Report description:

In spite of rising inflation, TVs are expected to register healthy volume growth and double-digit value growth, as Hungarians look to upgrade their televisions. The average screen size of televisions sold is increasing as household preference is for thinner and larger screen sizes. This is leading to value growth for TVs. High quality OLED TVs perform particularly strongly in terms of volume growth, though in terms of actual volume sales, LCD TVs are more popular as they are more affordable.

Euromonitor International's Home Video in Hungary 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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