

Home Video in Poland

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

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Report description:

The COVID-19 crisis and ensuing hybrid working arrangements and remote learning boosted interest in TVs as the increased amount of time consumers spent at home led to growing demand for home entertainment options. This bolstered the already strong consumer interest in new product developments in the category, which benefits from Polish consumers' eagerness to frequently replace their TVs. TVs with larger screens remain the most popular in the Polish market, with new models offering a higher qual...

Euromonitor International's Home Video in Poland 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.

Table of Contents:

Home Video in Poland
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List Of Contents And Tables

HOME VIDEO IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Polish consumers are keen on new products

LCD TVs remain dominant

Samsung benefits from extensive product portfolio

PROSPECTS AND OPPORTUNITIES

Positive outlook, with OLED TVs set to see strong growth

Expansion of usage boosts interest in owning more than one TV, but the future looks bleak for video players

Mid-priced players set to focus on innovation

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 POLAND

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

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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

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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