

## **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.

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Samsung benefits from extensive product portfolio

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