

## **Home Audio and Cinema in France**

Market Direction | 2022-10-10 | 19 pages | Euromonitor

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### **Report description:**

Home audio and cinema is continues to face challenges in 2022, following the previous sales boost seen during the era of pandemic lockdowns. In 2022, as in 2021, one of the reasons for this is an organic drop in sales following the spike, along with the fact that wireless speakers continue to cannibalise other audio products. Furthermore, before the 2020 spike, sales had been in a general decline for a decade, and the pandemic boost was only based on the circumstances at the time.

Euromonitor International's Home Audio and Cinema in France 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: Audio Separates, Digital Media Player Docks, Hi-Fi Systems, Home Cinema and Speaker Systems, Other Home Audio and Cinema, Speakers.

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 Audio and Cinema 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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Return to a declining trend, as home audio and cinema is cannibalised by modern devices and streaming services

Leading players maintain their top places thanks to launches in trending categories, such as soundbars

Degree of premiumisation expected, while trend for "reliable and reparable" products is also seen

#### **PROSPECTS AND OPPORTUNITIES**

Normalisation expected, with an ongoing decline in line with improvements in the quality of built-in television speakers

Connected soundbars hold potential due to growing trend for connected homes

Growing use of alternative devices, such as smartphones and wireless speakers, will continue to cannibalise audio

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