

## **Home Video in France**

Market Direction | 2022-10-10 | 20 pages | Euromonitor

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### **Report description:**

Home video is seeing declines in 2022, although this may improve by the end of the year due to consumers seeking updated home video equipment due to enhance their viewing experiences for broadcast events such as FIFA. Delayed/postponed sales, due to the disruptions in manufacturing due to component shortages, may also help to improve matters. However, at the time of writing, the category is in declines.

Euromonitor International's Home Video 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: 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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Euromonitor International  
October 2022

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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Organic slowdown in sales as expected, following boosts seen during the time of the pandemic lockdowns

Further premiumisation expected, with a focus on OLED TVs

Longer replacement cycles and trend for refurbished goods pose challenges for volume sales

##### PROSPECTS AND OPPORTUNITIES

No further notable developments in televisions expected at this time, with sales dependent of replacement cycles

E-commerce and omnichannel offerings set to remain popular

Video players will continue to decline, as streaming continues to rise in popularity

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