

Home Video in India

Market Direction | 2022-10-11 | 21 pages | Euromonitor

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Report description:

Improved internet penetration, the increased use of over the top (OTT) platforms and value-added features are factors driving sales of smart TVs in India. Players such as Xiaomi, since its launch in India, have pushed sales of smart TVs which are priced competitively, thus increasing consumer awareness of and interest in purchasing. These electronics are equipped with the latest specifications in terms of display and sound systems, which enhance the viewing experience. The company also offers ad...

Euromonitor International's Home Video in India 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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HOME VIDEO IN INDIA

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Most purchases of televisions are of internet-enabled smart TVs

Higher unit prices in 2022

Brands prepare for the next upgrade, from LCD to OLED

PROSPECTS AND OPPORTUNITIES

Bigger screens expected to attract more consumers over the forecast period

Home video will be competitive due to local manufacturing

Hunt for deals will support growth for e-commerce

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