

Home Video in Germany

Market Direction | 2023-03-22 | 19 pages | Euromonitor

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Report description:

While sales of televisions boomed at the peak of the pandemic in 2020, the situation changed in 2021 and 2022, with sales once more on a declining path in volume terms. German households had by 2022 already equipped themselves with replacement televisions to a large extent, and therefore did not need to replace their devices again so soon. In addition, the trend towards sustainability can also be seen. Many consumers tend to keep their devices for longer, or switch to energy-saving televisions,...

Euromonitor International's Home Video in Germany 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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