

Home Audio and Cinema in Chile

Market Direction | 2023-07-25 | 16 pages | Euromonitor

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Report description:

There is a continued high consumer focus on improving life in the home, which is a residual effect of the pandemic, which led Chileans to purchase consumer electronics to make their lives at home more comfortable. Nevertheless, home audio and cinema is set to see a continued decline in both retail volume and current value terms in 2023, with declines expected across all categories, as technological advances mean that these products are being substituted with others within consumer electronics.

Euromonitor International's Home Audio and Cinema in Chile 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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Euromonitor International
July 2023

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2023 DEVELOPMENTS

Continued significant decline due to the impact of substitution

Inflation and premiumisation lead to slower value decline than volume

Sound bars are offered with purchases of televisions, driving down stand-alone sales

PROSPECTS AND OPPORTUNITIES

Further decline expected due to structural changes in how consumers listen to music

Popularity of analogue music among younger generations to maintain some interest

Shelf space likely to be reduced, except perhaps for sound bars

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