

Home Audio and Cinema in Colombia

Market Direction | 2023-07-25 | 17 pages | Euromonitor

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Report description:

The decline of home audio and cinema in 2023 is due to its inability to compete with wireless devices with greater technology and functionality. Colombian consumers are increasingly familiar with smart systems, which has led to home audio and cinema products becoming obsolete. Moreover, Colombian consumers, especially younger generations, are now accustomed to viewing audio-visual content on smaller devices. Although big-screen televisions remain popular, portability still rules. This means that...

Euromonitor International's Home Audio and Cinema in Colombia 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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2023 sees a continual decline in volume sales of home audio and cinema

LG continues to lead the category, followed by Samsung and Sony

Emerging brands offer favourable price-quality ratio, while specialist stores cater to a niche consumer base

PROSPECTS AND OPPORTUNITIES

Consumers continue moving towards wireless and smart systems

Connectivity will continue apace in Colombia, affecting category sales

E-commerce growth shows that it can be a useful tool to attract consumers

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