

Home Audio and Cinema in Poland

Market Direction | 2023-07-26 | 18 pages | Euromonitor

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Report description:

High inflation and the unfavourable economic conditions in Poland impacted purchases of home audio and cinema in Poland in 2023. With the high cost of living, consumers focused on saving and keeping their spending, especially on high-end products such as home cinema and audio, to a minimum. The category also continued to suffer from substitution by portable devices and more modern alternatives. Changing lifestyles, which are increasingly mobile, continue to push consumers towards compact wireles...

Euromonitor International's Home Audio and Cinema in Poland 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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Substitution continues to impact sales

Consumers prefer compact and portable products

Pioneer maintains its lead with its extensive product portfolio and new product developments

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Consumer focus on high-end products

Shift towards streaming dampens demand for Hi-Fi systems

Further growth for e-commerce, offering consumers wide product ranges and very competitive prices

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