

## **Home Video in Argentina**

Market Direction | 2023-07-28 | 22 pages | Euromonitor

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### **Report description:**

Televisions continued to account for virtually all sales in home video in Argentina in 2023. The very positive volume growth that was recorded in televisions in 2022 continued into 2023; however, by the middle of the year, the category was registering falling demand, resulting in a negative sales performance overall the category over the course of the year. One of the main reasons for this negative performance is the higher base from which sales are now rising, the result of very strong sales gr...

Euromonitor International's Home Video in Argentina 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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Euromonitor International  
July 2023

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