

Home Video in Chile

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

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Report description:

Home video experienced strong retail volume growth during the pandemic in 2021, when consumers had the opportunity to increase their discretionary expenditure, given the withdrawal from pension funds and direct government help. However, with most demand already met, and replacement sales not yet emerging, the category turned to significant decline in 2022, and this trend is set to continue in 2023, although with a much slower rate of decrease. Sales have therefore fallen below the pre-pandemic l...

Euromonitor International's Home Video 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: 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

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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

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Sales decline, falling below the 2019 level as most demand is fulfilled in 2021

Hisense partners with Falabella to expand in Chile

Xiaomi expands its product range in Chile, moving into televisions

PROSPECTS AND OPPORTUNITIES

Consumer caution expected to contribute to continued decline

The stronger competition in OLED TVs set to drive a return to growth

New LCD technologies likely to maintain higher sales of LCD TVs than OLED TVs

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