

## **Home Video in Colombia**

Market Direction | 2023-07-25 | 18 pages | Euromonitor

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### **Report description:**

Retail volume sales of home video declined in 2023, as local consumers faced significant constraints on household spending in the wake of rising inflation and low economic growth. Additionally, in the 12 months from March 2022 to March 2023, the Colombian peso was devalued almost 20% against the dollar, which is significant in a category in which nearly all products are imported.

Euromonitor International's Home Video 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: 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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July 2023

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Volume sales contract in 2023, as local consumers face budgetary constraints

Large and premium televisions continue to gain ground in Colombia, despite a gloomy economic climate

Samsung continues to lead in 2023, closely followed by LG

##### PROSPECTS AND OPPORTUNITIES

E-commerce will consolidate its status as a key distribution channel

Higher cost may continue to hamper demand for OLED television

Innovation and promotions will be vital for category growth

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