

Home Video in Malaysia

Market Direction | 2023-07-25 | 21 pages | Euromonitor

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Report description:

Retail constant value sales (2023 prices) of home video products, which consist primarily of televisions, continued to decline in 2023. Growth was restricted by inflationary pressures, which caused some consumers to postpone large, discretionary purchases. During 2022, demand for home video was supported by the government's e-rebate programme, which was aimed at encouraging local consumers to purchase more energy-efficient appliances and consumer electronics. Originally, this programme was limit...

Euromonitor International's Home Video in Malaysia 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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Streaming is killing demand for video players

Affordable Chinese brands make significant impact on smart LCD T adoption

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Smart LCD TVs will drive growth

More local consumers will shop online for televisions

Revival of residential property market could aid growth

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