

Home Video in Mexico

Market Direction | 2023-07-28 | 23 pages | Euromonitor

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Report description:

Overall, retail volume sales of home video are set to continue to decrease strongly over 2023. However, there remains a sharp divergence between the performance of televisions and video players. The strong growth in demand for OLED TVs is offset by the sharp fall in retail volume sales of LCD TVs (largely due to stabilisation after sales spikes during the pandemic), BD players and DVD players. The demand for video recorders has long since disappeared. The lifting of Coronavirus (COVID-19) lockdo...

Euromonitor International's Home Video in Mexico 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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KEY DATA FINDINGS

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OLED TVs continues to make the running in volume growth terms, albeit from a low base

Highly and widely popular TV landscape adds impetus to streaming platforms

LG Electronics Mexico continues to consolidate its leading position while Chinese players intensify the competition

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