

Home Video in Poland

Market Direction | 2023-07-26 | 20 pages | Euromonitor

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Report description:

The market for LCD TVs has become saturated in recent years with many consumers already owning at least one. In Poland it is common for households to have more than one television, especially among consumers with a lower socioeconomic status. Furthermore, with longer lifespans and advancements in technology, consumers may not feel the need to upgrade or replace their existing TVs unless there is a significant improvement in features or performance.

Euromonitor International's Home Video in Poland 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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Table of Contents:

Home Video in Poland
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List Of Contents And Tables

HOME VIDEO IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Saturated LCD TVs market

Sales of home video driven by developing technology

Consumers are turning to streaming video platforms

PROSPECTS AND OPPORTUNITIES

Stable future, with new product development supporting sales

Consumer focus on aesthetics and slim designs

Continued rise of streaming platforms

CATEGORY DATA

Table 1 Sales of Home Video by Category: Volume 2018-2023

Table 2 Sales of Home Video by Category: Value 2018-2023

Table 3 Sales of Home Video by Category: % Volume Growth 2018-2023

Table 4 Sales of Home Video by Category: % Value Growth 2018-2023

Table 5 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 6 NBO Company Shares of Home Video: % Volume 2019-2023

Table 7 LBN Brand Shares of Home Video: % Volume 2020-2023

Table 8 Distribution of Home Video by Channel: % Volume 2018-2023

Table 9 Forecast Sales of Home Video by Category: Volume 2023-2028

Table 10 □Forecast Sales of Home Video by Category: Value 2023-2028

Table 11 □Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 13 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

CONSUMER ELECTRONICS IN POLAND

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 15 Sales of Consumer Electronics by Category: Value 2018-2023

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

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Table 22 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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