

## **Home Video in South Korea**

Market Direction | 2023-07-27 | 22 pages | Euromonitor

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### **Report description:**

After two years of strong retail volume growth in 2020 and 2021 in a pandemic-fuelled surge, sales of televisions declined in 2022, and this is set to continue in 2023, as consumer demand was brought forward and demand is now waning as replacements are not yet necessary. In addition, geopolitical and economic uncertainties, such as the war in Ukraine, and surging raw materials prices and production costs, added to consumers' concerns about spending, which negatively impacted sales of televisions...

Euromonitor International's Home Video in South Korea 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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LG and Samsung exit the production of LCD panels for televisions to focus on OLED

LG launches a new portable TV to tap into the expanding number of campers

##### PROSPECTS AND OPPORTUNITIES

The shift from LCD to OLED set to continue as OLED prices expected to fall

Larger televisions expected to remain a major trend

"Lifestyle TVs" to remain a key concept, aiming to appeal to younger consumers

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