

Home Video in Spain

Market Direction | 2023-07-25 | 22 pages | Euromonitor

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Report description:

After a brief resurgence in 2020 in response to the pandemic restrictions, home video experienced a decline in sales during 2021 and 2022, with this pattern continuing into 2023. Despite local consumers being heavily price oriented, premium and more expensive televisions proved to be more resilient to the increasing economic pressures and inflation in Spain. In contrast it was economy options that experienced the biggest decrease in sales towards the end of the review period. In addition to the...

Euromonitor International's Home Video in Spain 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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Premium televisions and bigger screens increase in popularity

BD and DVD players falling out of use as video streaming takes over

New EU regulation could impact some energy hungry televisions

PROSPECTS AND OPPORTUNITIES

Innovation will be key in remaining competitive in televisions

Retail chains will continue focusing on e-commerce

OLED technology will continue pushing the growth of the category but LCD will retain the lead due to more affordable prices

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