

Home Video in Thailand

Market Direction | 2023-07-26 | 21 pages | Euromonitor

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Report description:

Home video overall posted modest volume growth in 2023, driven primarily by the ascent of OLED TVs, although LCD TVs also saw a positive performance. Video players, meanwhile, continued to suffer from diminished demand as streaming services won over more and more consumers. Indeed, DVD players have been in decline for the entire review period, and this pattern will persist into the entire forecast period.

Euromonitor International's Home Video in Thailand 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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Positive growth in 2023, as worldwide chip shortage begins to subside

OLED TVs lead growth

Increasing presence of Chinese brands

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OLED is unlikely to replace LCD by the end of the forecast period

Chinese TVs will expand their online presence

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