

Home Audio and Cinema in China

Market Direction | 2023-08-09 | 19 pages | Euromonitor

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Report description:

Home audio and cinema in China is experiencing a downturn in 2023, following a temporary respite observed in 2020 during the pandemic lockdowns. The previous pandemic measures prompted financially affluent Chinese consumers to invest in sophisticated home audio and cinema equipment, temporarily boosting growth. However, this favourable impact proved to be short-lived as the population gradually returned to their pre-COVID-19 lifestyles, causing the stay-at-home trend, which had fuelled increased...

Euromonitor International's Home Audio and Cinema in China 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: Audio Separates, Digital Media Player Docks, Hi-Fi Systems, Home Cinema and Speaker Systems, Other Home Audio and Cinema, Speakers.

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 Audio and Cinema 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.

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