

Home Audio and Cinema in Taiwan

Market Direction | 2023-08-18 | 19 pages | Euromonitor

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Report description:

Home audio and cinema continued to decline in retail volume and current value terms in 2023, a course that looks set to persist into the forecast period. Products such as hi-fi systems are seen as unnecessary for most Taiwanese, and increasingly outdated. Distribution of audio content in a digital format is on the rise and streaming services including Spotify, Apple Music, You Tube Music and local brand KKBOX are increasingly prevalent. Younger consumers especially use streaming services seamles...

Euromonitor International's Home Audio and Cinema in Taiwan 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.

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

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reliable information resources to help drive informed strategic planning.

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Home audio and cinema continue to decline in face of evolving technological innovations

Audio separates and home cinema and speakers systems see slower declines, thanks to popularity of soundbars

Appliances and electronics specialists allow consumers space and time to experience new products prior to making a purchase

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Panasonic continues lead in 2023, thanks to its focus on high-quality products

Sony is expected to maintain a strong showing

Local brands will strive to gain share

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