

## **Home Video in Denmark**

Market Direction | 2023-08-09 | 18 pages | Euromonitor

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### **Report description:**

Home video is one category in consumer electronics which is seeing positive volume growth in 2023, following the deep, negative double-digit slumps seen in sales over the past two years. This is attributed to a normalisation of sales patterns following the sales spikes seen during the era of the pandemic, when consumers were investing in their home surroundings during the lockdowns and social mobility restrictions.

Euromonitor International's Home Video in Denmark 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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Euromonitor International  
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Home video bounces back to positive volume sales as purchasing patterns normalise

Polarised rising and lowering prices affect different subcategories

Larger screen size trend continues, with TCL launching 98" model

##### PROSPECTS AND OPPORTUNITIES

Home video set to remain on a positive trajectory over the forecast period

Retail price points set to remain high due to ongoing developments

Samsung set to continue leading the charge, with niche segmentation expected

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