

## **Home Video in Romania**

Market Direction | 2023-08-18 | 21 pages | Euromonitor

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### **Report description:**

Sales of home video declined in 2022 in retail volume terms with this trend continuing into 2023. This is mostly due to increasing pressure on consumers' disposable income with Romania experiencing elevated rates of inflation which has led to a sharp rise in the cost of living. In addition, many Romanians purchased new or replacement televisions in 2020 and 2021, due to the fact they found themselves stuck at home. As such, this reset the replacement cycle for many households. With the pandemic...

Euromonitor International's Home Video in Romania 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  
August 2023

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Seasonal sales events important to sales of televisions

Growing preference for larger screens

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Focus likely intensify on Internet Smart TVs while video players lose relevance

Private label and local players help add variety to the market with more affordable options

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