

Home Video in India

Market Direction | 2023-10-27 | 22 pages | Euromonitor

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Report description:

In 2023, the home video category in India continues to grow in retail volume and current value terms, mainly due to the rising adoption of internet-enabled smart TVs. Factors such as increased affordability, rising internet penetration, the rollout of 5G networks and greater use of over the top (OTT) platforms continues to drive sales in home video. Intense competition between different television manufacturers has led to a flurry of launches in the budget price range, thereby prompting non-smar...

Euromonitor International's Home Video in India 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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Technological infrastructure and product affordability fuels demand for smart TVs

Premiumisation trend leads to higher unit prices of LCD TVs

Large-screen televisions continue to gain popularity amongst Indian consumers

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Home entertainment trend will drive growth of OLED TVs

E-commerce will continue to gain retail share

Share of locally manufactured televisions to grow in the forecast period

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