

Home Video in Canada

Market Direction | 2024-07-15 | 21 pages | Euromonitor

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Report description:

Within home video in Canada, retail volume sales of televisions are set to see a moderate increase in 2024 following three years of strong decline. Demand is being boosted by upgrade cycles as consumers replace their older generation TVs. This is expected to be supported by improving consumer discretionary spending amid better macroeconomic conditions, especially in the second half of 2024. Higher immigration rates also support demand as newcomers to Canada buy TVs for their homes. The dominant...

Euromonitor International's Home Video in Canada 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Upgrades, economic recovery and immigration support the growth in the demand for televisions

OLED TVs leads innovation to cater to the consumer interest in a high-quality viewing experience

Gaming features provide a competitive edge as gamers are willing to spend on performance

PROSPECTS AND OPPORTUNITIES

Long replacement cycles and high penetration of LED TVs dampen positive energy of higher discretionary spending and new consumers

Innovation and new product launches push the consumer transition to OLED TVs

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