

Home Video in China

Market Direction | 2024-07-17 | 21 pages | Euromonitor

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Report description:

Home video in China is set to continue to decline in retail volume terms in 2024, with the performance of the overall category dictated by televisions, as sales in video players are expected to be negligible and declining in 2024. Retail volume sales of televisions in China have been decreasing for consecutive years since 2019, and although decline is set to continue in 2024, the rate of decline is projected to slow compared with 2023. Part of the reason for the decline in sales of televisions i...

Euromonitor International's Home Video in China 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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HOME VIDEO IN CHINA

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Volume sales of televisions have been declining for several consecutive years

Televisions are becoming increasingly refined in terms of functionality

OLED TVs attract higher-income consumers due to picture quality

PROSPECTS AND OPPORTUNITIES

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Gaming TVs expected to see fast growth

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