

Home Video in South Africa

Market Direction | 2024-07-15 | 20 pages | Euromonitor

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Report description:

As a result of inflationary pressures and rising interest rates towards the end of the review period, demand for home video in South Africa continues to decline due to eroded disposable incomes, forcing many consumers to prioritise their spending on essentials. Load shedding also plays a significant role in demand for home video, as consumers prioritise alternative power solutions in times of high-power outages over other consumer electronics such as televisions. Falling demand is also leading t...

Euromonitor International's Home Video in South Africa 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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Table of Contents:

Home Video in South Africa
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List Of Contents And Tables

HOME VIDEO IN SOUTH AFRICA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for home video continues to decline amid tough economic climate

Televisions shows greatest innovation within consumer electronics

Hisense and Samsung retain dominance of competitive landscape

PROSPECTS AND OPPORTUNITIES

Further demand for televisions with internet connectivity and smart features

Samsung introduces new trade-in and payment plans to help consumers

CATEGORY DATA

Table 1 Sales of Home Video by Category: Volume 2019-2024

Table 2 Sales of Home Video by Category: Value 2019-2024

Table 3 Sales of Home Video by Category: % Volume Growth 2019-2024

Table 4 Sales of Home Video by Category: % Value Growth 2019-2024

Table 5 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024

Table 6 NBO Company Shares of Home Video: % Volume 2020-2024

Table 7 LBN Brand Shares of Home Video: % Volume 2021-2024

Table 8 Distribution of Home Video by Channel: % Volume 2019-2024

Table 9 Forecast Sales of Home Video by Category: Volume 2024-2029

Table 10 □Forecast Sales of Home Video by Category: Value 2024-2029

Table 11 □Forecast Sales of Home Video by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Home Video by Category: % Value Growth 2024-2029

Table 13 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

CONSUMER ELECTRONICS IN SOUTH AFRICA

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 15 Sales of Consumer Electronics by Category: Value 2019-2024

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

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Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

Home Video in South Africa

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