

Home Video in the United Arab Emirates

Market Direction | 2024-07-17 | 19 pages | Euromonitor

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Report description:

Demand for home video in the United Arab Emirates continues to rise, driven by televisions. The local market is witnessing a significant surge in demand for 98-inch models of televisions, with TCL and Hisense emerging as the top players driving this trend. This shift is being fuelled by evolving consumer preferences for larger, high-definition viewing experiences that these expansive screens offer. Despite the backdrop of inflation, which generally tempers consumer spending, the appeal of innova...

Euromonitor International's Home Video in United Arab Emirates 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 the United Arab Emirates
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List Of Contents And Tables

HOME VIDEO IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing demand for larger screen sizes of televisions in the United Arab Emirates

Competitive pricing strategies within LCD TVs

Chinese television manufacturers continue to gain share

PROSPECTS AND OPPORTUNITIES

OLED TVs set to remain most dynamic performer over the forecast period

Average unit price is expected to continue rising

Online shift will continue to support home video's growth

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 THE UNITED ARAB EMIRATES

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

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

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

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