

## **Home Video in France**

Market Direction | 2024-07-25 | 23 pages | Euromonitor

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### **Report description:**

Home video is stabilising in volume sales in 2024, following the steeper slump seen in 2023. However, the category continues to face some challenges. TVs tend to have longer lifecycles than many other electronics (eg computers and smartphones), thus replacement cycle rebounds are more uncertain. In a cross-category trend, many consumers upgraded their TVs during the era of the pandemic lockdowns, when there was an emphasis on people investing in their home comforts and home entertainment systems...

Euromonitor International's Home Video in France 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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
July 2024

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HOME VIDEO IN FRANCE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales improve on the previous year, thanks to uptick in replacements  
LCD TVs see positive value sales due to stable production and ongoing innovations  
Brands and retailers adapt their offers to appeal to consumers during a time of economic uncertainty

PROSPECTS AND OPPORTUNITIES

OLED TVs expected to see a stronger performance  
Omnichannel strategies remain important for home video  
Will TVs face competition from second-hand options, such as seen with smartphones and laptops?

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