

## **Home Video in Greece**

Market Direction | 2024-07-25 | 18 pages | Euromonitor

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### **Report description:**

In home video, volume sales of televisions are in decline due to the maturity of this category in Greece. With high TV penetration in the country, sales growth is now largely driven by rising demand for premium TVs featuring larger screens and advanced features. This preference reflects a consumer shift towards investing in televisions that offer superior picture and sound quality and enhanced functionality, especially smart features. Heavy promotional support by retailers in premium TVs is supp...

Euromonitor International's Home Video in Greece 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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Euromonitor International  
July 2024

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