

Home Video in Thailand

Market Direction | 2024-07-25 | 20 pages | Euromonitor

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Report description:

Home video in Thailand is expected to post modest volume growth in 2024, driven primarily by the ascent of OLED TVs, although LCD TVs will also see a positive performance. Video players, continue to suffer from diminished demand as global streaming services, such as Netflix, Disney+, HBO Max, as well as local Thai streaming platforms, like Viu or AIS Play, win over more and more consumers. Moving forward, streaming services will likely place a greater emphasis on producing high-quality original...

Euromonitor International's Home Video in Thailand 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Smart TV technology will continue to evolve, offering consumers a more personalised and interactive experience

Chinese TVs will expand their online presence

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