

Home Video in Vietnam

Market Direction | 2024-07-23 | 20 pages | Euromonitor

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Report description:

The demand for new televisions, the leading product category within home video in Vietnam, continues to decline due to economic slowdown and a high penetration rate in the market. Consumers tend to tighten their belts and delay purchasing big-ticket items when their disposable incomes are under pressure. Many local consumers are showing less of an interest in new technology and fashionable designs of home video products, preferring to focus on basic functions to save money.

Euromonitor International's Home Video in Vietnam 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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Home video experiences declining demand due to high penetration in local market

Players launch new television models in an attempt to add value to category

TCL expands portfolio of premium large screen models

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Smart televisions with high screen quality and added educational programmes offer potential

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