

Home Video in Italy

Market Direction | 2024-07-31 | 24 pages | Euromonitor

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Report description:

Sales in home video in Italy in 2024 are achieving positive volume growth, rebounding from the slump seen in 2023. This is supported by the positive performance of televisions, and associated developments around home cinema and audio which are also boosting TVs. For example, as seen with LG (LG Corp (GBO)) launching its new collection of soundbars, conceived to be sold along with the new lineup of 2024 TVs. Indeed, we are noticing a growing number of TV-focussed brands moving into the home audio...

Euromonitor International's Home Video in Italy 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home video achieves positive volume growth, with Hisense in the news in 2024
LG retains its lead over Samsung, while Hisense holds its Innovation Market at Milan Fashion Week
2024 is a year of sporting events, helping to boost TV viewing figures

PROSPECTS AND OPPORTUNITIES

Streamed content expected to ultimately replace physical video devices
Decreasing space at home will lead consumers to prioritise devices
Consumers become increasingly wary of potential cyber-attacks and hacking through connected devices

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