

Home Video in Portugal

Market Direction | 2024-07-31 | 20 pages | Euromonitor

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Report description:

Home video registered modest positive volume performance in Portugal in 2024, following years of decline due to category maturity, replacements during the COVID-19 pandemic and ongoing price consciousness. Current value sales are growing faster than volume sales, driven by the premiumisation trend, which is visible in other product categories like smartphones and laptops. Brands are competing to increase their value share by promoting higher average price models of smart TVs to encourage value u...

Euromonitor International's Home Video in Portugal 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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Positive performance in 2024 in both volume and current value terms

Hisense shows strong performance in 2024, but LG Electronics maintains its lead

Sports events throughout 2024 will contribute to sales

PROSPECTS AND OPPORTUNITIES

Volume declines expected across the forecast period, but current value sales will remain buoyant

AI will continue to be introduced within TVs, boosting category growth

Competitive landscape will remain fragmented across the forecast period

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