

Home Video in India

Market Direction | 2025-02-19 | 21 pages | Euromonitor

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Report description:

Overall home video in India is set to see retail volume growth in 2024. The category is overwhelmingly dominated by televisions (LCD TVs), and therefore the trends in this category dictate the trends in overall home video. After a year of retail volume decline in 2023, LCD TVs is expected to witness a strong rebound in 2024, due to factors such as new product launches, improving economic conditions, increased affordability, and higher internet penetration. A growing segment of the population is...

Euromonitor International's Home Video in India 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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The competition intensifies amongst the top three players

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