

# Home Video in Austria

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## Abstracts

Following a spike in 2020, when the exigencies of the Coronavirus (COVID-19) pandemic forced consumers to focus on home entertainment, retail volume sales of televisions have continued to fall sharply. The market size of televisions fell below the 2019 pre-pandemic level in 2022, with a further drop anticipated over 2023. TVs are becoming less of a must-have item given the trend towards streaming and non-linear content. This is seeing more and more media consumed on other devices, such as laptops...

Euromonitor International's Home Video in Austria 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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