

# Home Video in China

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## Abstracts

In 2023, the LCD TV market in China is poised to experience a decline in both sales value and volume. The demand for LCD TVs has exhibited a softening trend, with consumers expressing diminished intentions to make new purchases of LCD TVs. This shift can be attributed to significant investments made during the earlier stages of the pandemic, focusing on electronic devices for work and entertainment purposes – such as seen with laptops and tablets. Meanwhile, amidst the prevailing economic downtu...

Euromonitor International's Home Video in China 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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