

Home Video in China

<https://marketpublishers.com/r/H2C291BFD3CEN.html>

Date: August 2023

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: H2C291BFD3CEN

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.

Contents

HOME VIDEO IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Challenges and declines in China's LCD TV category remain in 2023

OLED TVs attract consumer attention and see potential ahead

PROSPECTS AND OPPORTUNITIES

Mini-LED QD LCD TVs rise as formidable competitors to OLED TVs in the high-end segment

Gaming TVs are expected to display fast-moving growth

CATEGORY DATA

Table 1 Sales of Home Video by Category: Volume 2018-2023

Table 2 Sales of Home Video by Category: Value 2018-2023

Table 3 Sales of Home Video by Category: % Volume Growth 2018-2023

Table 4 Sales of Home Video by Category: % Value Growth 2018-2023

Table 5 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 6 NBO Company Shares of Home Video: % Volume 2019-2023

Table 7 LBN Brand Shares of Home Video: % Volume 2020-2023

Table 8 Distribution of Home Video by Channel: % Volume 2018-2023

Table 9 Forecast Sales of Home Video by Category: Volume 2023-2028

Table 10 Forecast Sales of Home Video by Category: Value 2023-2028

Table 11 Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 13 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

CONSUMER ELECTRONICS IN CHINA

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 15 Sales of Consumer Electronics by Category: Value 2018-2023

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 23 Forecast Sales of Consumer Electronics by Category: % Volume Growth
2023-2028

Table 24 Forecast Sales of Consumer Electronics by Category: % Value Growth
2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Home Video in China

Product link: <https://marketpublishers.com/r/H2C291BFD3CEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H2C291BFD3CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970