

# Home Video in Indonesia

<https://marketpublishers.com/r/H634C2518EEEN.html>

Date: July 2023

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: H634C2518EEEN

## Abstracts

In 2023 televisions in Indonesia is witnessing positive retail volume growth, largely attributed to the increasing prevalence of advanced technology in newly-launched products. This technological progression has also led to an uptick in the category's average unit price, thus enhancing value growth. The rising popularity of OLED TVs, smart TVs, and Android TVs is a testament to the market's growth dynamics, highlighting consumer preferences for quality and innovation.

Euromonitor International's Home Video in Indonesia 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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