

Home Video in Japan

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Abstracts

There was huge demand for televisions in the country little more than a decade ago. During the period 2009-2011, two drivers pushed up sales of televisions significantly. One was the shift of broadcasting from analogue to digital in July 2011. The other was the Eco-Point programme run by the Japanese government from May 2009 to March 2011, which was intended to stimulate the domestic economy, which had been severely damaged by the global financial crisis. The replacement of a vast number of tele...

Euromonitor International's Home Video in Japan 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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