

Home Video in Nigeria

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Abstracts

Home video increased by 4% in retail volume terms in 2017 after having performed poorly in 2016 due to the economic recession. With the economic recovery in 2017 and favourable unit price adjustments, demand is improving. Competition between the two top players (Samsung and LG), an increase in the availability of Chinese brands and a variety of innovative products being launched also helped to stimulate demand in 2017. In particular, the trend before the economic recession in 2016 saw consumers...

Euromonitor International's Home Video in Nigeria 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

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Home Video by Category: Volume 2012-2017

Table 2 Sales of Home Video by Category: Value 2012-2017

Table 3 Sales of Home Video by Category: % Volume Growth 2012-2017

Table 4 Sales of Home Video by Category: % Value Growth 2012-2017

Table 5 Sales of LCD TVs by Network Connectivity: % Retail Volume 2012-2017

Table 6 Sales of OLED TVs by Network Connectivity: % Retail Volume 2012-2017

Table 7 NBO Company Shares of Home Video: % Volume 2013-2017

Table 8 LBN Brand Shares of Home Video: % Volume 2014-2017

Table 9 Distribution of Home Video by Channel: % Volume 2012-2017

Table 10 Forecast Sales of Home Video by Category: Volume 2017-2022

Table 11 Forecast Sales of Home Video by Category: Value 2017-2022

Table 12 Forecast Sales of Home Video by Category: % Volume Growth 2017-2022

Table 13 Forecast Sales of Home Video by Category: % Value Growth 2017-2022

Table 14 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2017-2022

Table 15 Forecast Sales of OLED TVs by Network Connectivity: % Retail Volume 2017-2022

Executive Summary

Consumer Electronics Recovers in 2017 After A Major Slump in 2016

Appreciation of Currency in 2017 Compared To 2016 Helps Volume To Grow

Brands Have To Prove Themselves To Rise Above A Slow Recovering Environment

Electronics and Appliance Specialist Retailers Remains the Dominant Distribution Channel

Increasing Urbanisation Is Expected To Boost Demand in the Forecast Period

Key Trends and Developments

Economic Recovery in 2017 Helps Drive Positive Growth for Consumer Electronics

Technology and Convenience Driving Internet Retailing

Greater Access To Credit Is Having A Positive Impact on Consumer Electronics

Market Data

Table 16 Sales of Consumer Electronics by Category: Volume 2012-2017

Table 17 Sales of Consumer Electronics by Category: Value 2012-2017

Table 18 Sales of Consumer Electronics by Category: % Volume Growth 2012-2017

Table 19 Sales of Consumer Electronics by Category: % Value Growth 2012-2017

Table 20 NBO Company Shares of Consumer Electronics: % Volume 2013-2017

Table 21 LBN Brand Shares of Consumer Electronics: % Volume 2014-2017

Table 22 Distribution of Consumer Electronics by Channel: % Volume 2012-2017

Table 23 Forecast Sales of Consumer Electronics by Category: Volume 2017-2022

Table 24 Forecast Sales of Consumer Electronics by Category: Value 2017-2022

Table 25 Forecast Sales of Consumer Electronics by Category: % Volume Growth
2017-2022

Table 26 Forecast Sales of Consumer Electronics by Category: % Value Growth
2017-2022

Sources

Summary 1 Research Sources

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