

# Home Video in Russia

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## Abstracts

Home video dominates retail current value sales of in-home consumer electronics in Russia, with LCD TVs accounting for the bulk of this. In spite of the economic shock of the pandemic, retail current value sales of home video accelerated sharply during 2020, as the fact that most consumers were spending much more time at home due to the pandemic led a significant number of them to upgrade their televisions – with many bringing forward purchases they would otherwise have made in 2021. A fear that...

Euromonitor International's Home Video in Russia 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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With COVID-19 restrictions driving a surge in demand for TVs during 2020, 2021 will bring a post-pandemic hangover

As OLED TVs become more affordable, they are gaining ground on LED

Largely as a result of its competitive pricing and strong marketing, Chinese player Haier emerges as the third-largest player in LCD TVs

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