

# Home Video in South Africa

<https://marketpublishers.com/r/HC3377B1EADEN.html>

Date: August 2023

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: HC3377B1EADEN

## Abstracts

Consumer demands continued to evolve in 2023, alongside the emergence of new technologies. One notable trend within home video was a growing demand for multifunctional smart TVs, which gave consumers the opportunity to stream their favourite shows and movies at any time. As well as the increased presence of smart TVs across the shelves of major retailers, growth was boosted by the decline in the cost of internet access, as providers sought to attract and retain consumers. Demand for smart TVs wi...

Euromonitor International's Home Video in South Africa 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 SOUTH AFRICA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growing demand for multifunctional TVs

Price becomes a more important factor in consumer purchasing decisions

Businesses remain key focus for sale of high-value home video products

#### PROSPECTS AND OPPORTUNITIES

Corporates expected to remain key customers for premium products

Smart TVs will gain popularity as the cost of accessing the internet reduces

Price will be a key determinant of product choice

#### 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 SOUTH AFRICA

#### EXECUTIVE SUMMARY

Innovation remains key driver of growth

Electricity load-shedding receives mixed reactions in consumer electronics market

Online retail sales continue grow across South Africa

Smart devices grow in popularity across many categories

Health and wellness trend to have positive impact on demand for many consumer electronic products

#### 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 South Africa

Product link: <https://marketpublishers.com/r/HC3377B1EADEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HC3377B1EADEN.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