

# Home Video in Sweden

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## Abstracts

It has been a mixed few years for sales of televisions in Sweden. There was a huge spike in sales of LCD and OLED TVs in 2020 following the outbreak of COVID-19 as consumers went into self-enforced isolation. This home seclusion encouraged many consumers to purchase new or replacement televisions as they found themselves stuck at home and in need of entertainment. This furtive period was followed a significant decline in sales in retail volume terms in 2021 and 2022. This was largely due to the...

Euromonitor International's Home Video in Sweden 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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