

# Home Video in Ukraine

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## Abstracts

While overall demand for the dominant category of LCD TVs within home video is set to further increase over 2021 offering affordability and diversity, the rate of retail volume growth will remain significantly slower compared to pre-pandemic levels due to lingering price sensitivity amongst some Ukrainians as a result of the pandemic. The preference amongst many consumers to visit store-based specialists when considering the purchase of big-ticket items has also hampered sales due to concerns ov...

Euromonitor International's Home Video in Ukraine 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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Growing from low sales base, OLED TVs continues to record more dynamic growth

Consolidated competitive landscape with leader Samsung continuing to invest in innovation

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