+44 20 8123 2220
info@marketpublishers.com

Home Video in the US

https://marketpublishers.com/r/H10A1336B58EN.html
Date: July 2024
Pages: 23
Price: US$ 1,075.00 (Single User License)
ID: H10A1336B58EN

Abstracts

One trend in home video in the US in 2024 has been the rising popularity of cheaper Chinese brands of televisions, particularly in LCD TVs, with this category set to return to retail volume growth. As consumers have become more cost-conscious amidst economic headwinds, brands such as TCL, Hisense, and Konka are set to see significant gains in their shares of sales by offering large screen sizes at very competitive price points. This has allowed more households to upgrade to bigger displays, with...

Euromonitor International's Home Video in USA 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

+44 20 8123 2220
info@marketpublishers.com

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.

+44 20 8123 2220
info@marketpublishers.com

Contents

Home Video in the US
Euromonitor International
July 2024

LIST OF CONTENTS AND TABLES

HOME VIDEO IN THE US
KEY DATA FINDINGS

2024 DEVELOPMENTS

LCD TVs sees growth in 2024, as consumers seek budget-friendly options
Weaker than anticipated growth for OLED TVs amidst economic uncertainty
Competitive landscape intensifies, with premium designs and features
PROSPECTS AND OPPORTUNITIES
Home video is mature, with only negligible growth expected over the forecast period
AI's potential impact on the television viewing experience
Projected increase in adoption of OLED TVs as prices normalise
CATEGORY DATA
Table 1 Sales of Home Video by Category: Volume 2019-2024
Table 2 Sales of Home Video by Category: Value 2019-2024
Table 3 Sales of Home Video by Category: % Volume Growth 2019-2024
Table 4 Sales of Home Video by Category: % Value Growth 2019-2024
Table 5 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024
Table 6 NBO Company Shares of Home Video: % Volume 2020-2024
Table 7 LBN Brand Shares of Home Video: % Volume 2021-2024
Table 8 Distribution of Home Video by Channel: % Volume 2019-2024
Table 9 Forecast Sales of Home Video by Category: Volume 2024-2029
Table 10 Forecast Sales of Home Video by Category: Value 2024-2029
Table 11 Forecast Sales of Home Video by Category: % Volume Growth 2024-2029
Table 12 Forecast Sales of Home Video by Category: % Value Growth 2024-2029
Table 13 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029
CONSUMER ELECTRONICS IN THE US
EXECUTIVE SUMMARY
Consumer electronics in 2024: The big picture

+44 20 8123 2220
info@marketpublishers.com

2024 KEY TRENDS

Competitive landscape
Retailing developments
What next for consumer electronics?
MARKET DATA
Table 14 Sales of Consumer Electronics by Category: Volume 2019-2024
Table 15 Sales of Consumer Electronics by Category: Value 2019-2024
Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
Table 17 Sales of Consumer Electronics by Category: % Value Growth 2019-2024
Table 18 NBO Company Shares of Consumer Electronics: % Volume 2020-2024
Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
Table 20 Distribution of Consumer Electronics by Channel: % Volume 2019-2024
Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
Table 22 Forecast Sales of Consumer Electronics by Category: Value 2024-2029
Table 23 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
Table 24 Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029
DISCLAIMER
SOURCES
Summary 1 Research Sources

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Home Video in the US

Product link: https://marketpublishers.com/r/H10A1336B58EN.html

Price: US$ 1,075.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/H10A1336B58EN.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

Custumer 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