

Televisions and Projectors in Germany

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Abstracts

Like most consumer electronics, televisions and projectors are subject to constant innovation. Recent product developments for TVs include voice and gesture controls, 3D without glasses, as well as OLED and 4k displays, which provide a very high resolution. However, as most new technologies command very high unit prices, their impact on sales was almost negligible. OLED TVs volume sales reached mere 760 units in 2011, and kinetic controls are not expected to have any impact before 2013.

Euromonitor International's Televisions and Projectors in Germany 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: Converters, Decoders and Receivers, Projectors, Televisions, TV Combis.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Televisions and Projectors 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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