

Televisions and Projectors in Poland

<https://marketpublishers.com/r/T5ED3C3BF73EN.html>

Date: September 2012

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: T5ED3C3BF73EN

Abstracts

Apart from computers, television sets and projectors comprise the largest group of consumer electronics products in terms of current value sales in Poland. In 2011, sales of televisions and projectors saw 13% volume growth and 6% current value increase over the previous year. The driving force behind the increase was LCD TVs, which reached 90% share of total volume sales of digital televisions. Dynamics of LCD TVs were impressive, reaching 13% in volume and 8% in current value terms. Some...

Euromonitor International's Televisions and Projectors in Poland 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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New Trends in Computers

Specialist Retailers - Top Leader in Distribution of Consumer Electronics

Consumer Electronics on A Course of Stable Growth

Key Trends and Developments

Economic Situation Affects Consumer Electronics

Video Games Affect Consumer Electronics

Poles Enjoy Mobility in Any Place and at Any Time

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the Digitisation of Terrestrial TV Is More and More Advanced

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