

## Televisions and Projectors in Venezuela

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Similar to home audio and cinema, the increase in demand seen for televisions and projectors was driven by the growing preference among Venezuelan consumers for staying in, as a result of the high crime rates in the country and as a way to reduce spending. Furthermore, performance in 2011 was driven by the government's distribution of Haier LCD TVs through Mercal, PDVAL and Bicentenario supermarkets. These were sold at lower prices compared to televisions in the private market, while...

Euromonitor International's Televisions and Projectors in Venezuela 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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Growth of Computers in Venezuela Led by the Government

Phone Operators Expand Their Networks

Mobility and Being Informed Promotes Consumption of Electronics

Price Fixing Affects Consumer Electronics

Key Trends and Developments

Restrictions on Imports and Foreign Exchange Affect Availability and Pricing

Demand for Computers in Venezuela Led by the Government

Expanding Networks of Telephone Operators

Mobility and the Information Society Fuels Demand for Consumer Electronics

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