

Televisions and Projectors in Japan

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Abstracts

The key highlight for 2011 was the end of the digital switchover, which was phased in from 2006, and lasted until 2011. Consumers who were not digital ready made last-minute purchases as a result. This was further fuelled by government incentives to encourage energy-efficient consumer electronics appliances that lasted until March 2010 (the Eco-point system). These combined factors drove volume sales of digital TVs up to more than 27 million units in 2010 and 20 million units in 2011. While...

Euromonitor International's Televisions and Projectors in Japan 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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