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Televisions and Projectors in Russia

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Abstracts

Digital TVs already accounted for the vast majority of televisions and projectors volume sales in 2010 and in 2011 this proportion increased further to 88% as digital TVs continued to register outstanding growth. As part of its ongoing digitisation programme for terrestrial television programming, the Russian government launched promotional advertisements on popular Russian television channels during 2011, encouraging consumers to change their analogue TVs for digital TVS or, alternatively,...

Euromonitor International's Televisions and Projectors in Russia 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

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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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