

# Mexico: Market of Radio and TV Broadcasting Equipment and the Impact of COVID-19 in the Medium Term

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## Abstracts

This report presents a comprehensive overview of the radio and tv broadcasting equipment market in Mexico and a forecast for its development in the next five years, taking into account the impact of COVID-19 on it. It provides a detailed analysis of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the radio and tv broadcasting equipment market in Mexico, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the medium term, taking into account the impact of COVID-19 on it. In addition, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the radio and tv broadcasting equipment market in Mexico includes:

Analysis and forecast for the economy of North America;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market breakdown (by origin, by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis and structure of price formation;

Analysis of the factors, influencing the market development (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Forecast for the market development in the medium term, taking into account the impact of COVID-19 on it (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future, taking into account the impact of COVID-19 on it (in the next 5 years);

Get acquainted with the leading companies on the market (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.);

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the radio and tv broadcasting equipment market in Mexico, this research report will provide you with invaluable analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

(The contents are just preliminary - contact us for a demo version, including the full Table of contents)

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF RADIO AND TV BROADCASTING EQUIPMENT**

### **4. CHARACTERISTICS OF RAW MATERIALS**

### **5. STATE OF THE ECONOMY OF NORTH AMERICA**

- 5.1. Characteristics of the economy of North America in the last 5 years
- 5.2. Forecast for the development of the economy of North America for the next 3 years

### **6. OVERVIEW AND ANALYSIS OF THE RADIO AND TV BROADCASTING EQUIPMENT MARKET IN MEXICO**

- 6.1. Volume, value and dynamics of the radio and tv broadcasting equipment market in Mexico in the last 5 years
- 6.2. Structure of the radio and tv broadcasting equipment market in Mexico in the last 5 years: production, imports, exports, consumption
- 6.3. Structure of the radio and tv broadcasting equipment market in Mexico by types of radio and tv broadcasting equipment
- 6.4. Structure of the radio and tv broadcasting equipment market in Mexico by origin
- 6.5. Key recent trends on the radio and tv broadcasting equipment market in Mexico
- 6.6. Competitive landscape of the market
- 6.7. Key drivers and restraints for the market development in the medium term

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF RADIO AND TV BROADCASTING EQUIPMENT IN MEXICO**

- 7.1. Volume, value and dynamics of the domestic production of radio and tv

broadcasting equipment in Mexico in the last 5 years

7.2. Structure of the domestic production of radio and tv broadcasting equipment by types of radio and tv broadcasting equipment

7.3. Share of Mexico in the North American production of radio and tv broadcasting equipment

7.4. Characteristics of the main producers of radio and tv broadcasting equipment in Mexico

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF RADIO AND TV BROADCASTING EQUIPMENT IN MEXICO**

8.1. Value chain analysis

8.2. Structure of price formation

8.3. Characteristics of the producer prices of radio and tv broadcasting equipment in Mexico in the last 5 years

8.4. Characteristics of other prices of radio and tv broadcasting equipment

## **9. FOREIGN TRADE OPERATIONS OF RADIO AND TV BROADCASTING EQUIPMENT IN MEXICO**

9.1. Foreign trade operations of radio and tv broadcasting equipment in Mexico in the last 5 years

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF RADIO AND TV BROADCASTING EQUIPMENT TO THE MEXICAN MARKET**

10.1. Volume, value and dynamics of the imports of radio and tv broadcasting equipment to Mexico in the last 5 years

10.2. Main countries, importing radio and tv broadcasting equipment to Mexico

10.3. Structure of the imports of radio and tv broadcasting equipment by types of products

10.4. Average prices of the radio and tv broadcasting equipment, imported to Mexico

10.5. Domestic companies, main importers of radio and tv broadcasting equipment to the Mexican market

## **11. OVERVIEW AND ANALYSIS OF THE MEXICAN EXPORTS OF RADIO AND TV BROADCASTING EQUIPMENT**

11.1. Volume, value and dynamics of the Mexican exports of radio and tv broadcasting

equipment in the last 5 years

11.2. Recipient countries of the Mexican exports of radio and tv broadcasting equipment

11.3. Structure of the Mexican exports of radio and tv broadcasting equipment by types of products

11.4. Average prices of the Mexican exports of radio and tv broadcasting equipment

11.5. Domestic companies, main exporters of radio and tv broadcasting equipment from the territory of Mexico

## **12. CHARACTERISTICS OF THE CONSUMPTION OF RADIO AND TV BROADCASTING EQUIPMENT IN MEXICO**

12.1. Volume, value and dynamics of the consumption of radio and tv broadcasting equipment in Mexico in the last 5 years

12.2. Structure of the consumption of radio and tv broadcasting equipment in Mexico in the last 5 years (by origin, by channel, etc.)

12.3. Volume, value and dynamics of the per capita consumption of radio and tv broadcasting equipment in Mexico in the last 5 years

12.4. Balance between supply and demand on the radio and tv broadcasting equipment market in Mexico in the last 5 years and forecast for the next 5 years

## **13. FORECAST FOR DEVELOPMENT OF THE RADIO AND TV BROADCASTING EQUIPMENT MARKET IN MEXICO FOR THE NEXT 5 YEARS**

13.1. Factors, influencing the development of the radio and tv broadcasting equipment market in Mexico in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

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## List Of Tables

### LIST OF TABLES

Key indicators on the radio and tv broadcasting equipment market in Mexico in the last 5 years

Key indicators of the economy of North America in the last 5 years

Forecast for the economy of North America for the next 3 years

Volume and dynamics of the radio and tv broadcasting equipment market in Mexico in the last 5 years

Value and dynamics of the radio and tv broadcasting equipment market in Mexico in the last 5 years

Structure of the radio and tv broadcasting equipment market in Mexico in the last 5 years, in volume terms

Structure of the radio and tv broadcasting equipment market in Mexico in the last 5 years, in value terms

Structure of the radio and tv broadcasting equipment market in Mexico by types of radio and tv broadcasting equipment, in volume terms

Structure of the radio and tv broadcasting equipment market in Mexico by types of radio and tv broadcasting equipment, in value terms

Structure of the radio and tv broadcasting equipment market in Mexico by origin in the last 5 years, in volume terms

Structure of the radio and tv broadcasting equipment market in Mexico by origin in the last 5 years, in value terms

Volume and dynamics of the domestic production of radio and tv broadcasting equipment in Mexico in the last 5 years

Value and dynamics of the domestic production of radio and tv broadcasting equipment in Mexico in the last 5 years

Structure of the domestic production of radio and tv broadcasting equipment by types of radio and tv broadcasting equipment, in volume terms

Structure of the domestic production of radio and tv broadcasting equipment by types of radio and tv broadcasting equipment, in value terms

Value chain analysis of the radio and tv broadcasting equipment market in Mexico

Cost breakdown of the price formation of radio and tv broadcasting equipment in Mexico, in %

Volume and dynamics of the average producer prices of radio and tv broadcasting equipment in Mexico in the last 5 years

Volume and dynamics of other prices of radio and tv broadcasting equipment in Mexico (wholesale, distributor, retail, etc.) in the last 5 years

Trade balance of radio and tv broadcasting equipment foreign trade in Mexico in the last 5 years, in volume terms

Trade balance of radio and tv broadcasting equipment foreign trade in Mexico in the last 5 years, in value terms

Trade balance of radio and tv broadcasting equipment foreign trade by product types in Mexico in the last 5 years, in volume terms

Trade balance of radio and tv broadcasting equipment foreign trade by product types in Mexico in the last 5 years, in value terms

Volume and dynamics of the imports of radio and tv broadcasting equipment to Mexico in the last 5 years

Value and dynamics of the imports of radio and tv broadcasting equipment to Mexico in the last 5 years

Main countries, importing radio and tv broadcasting equipment to Mexico in the last 5 years, in volume terms

Main countries, importing radio and tv broadcasting equipment to Mexico in the last 5 years, in value terms

Structure of the imports of radio and tv broadcasting equipment by types of radio and tv broadcasting equipment in the last 5 years, in volume terms

Structure of the imports of radio and tv broadcasting equipment by types of radio and tv broadcasting equipment in the last 5 years, in value terms

Average prices of the radio and tv broadcasting equipment, imported to Mexico in the last 5 years

Volume and dynamics of the Mexican exports of radio and tv broadcasting equipment in the last 5 years

Value and dynamics of the Mexican exports of radio and tv broadcasting equipment in the last 5 years

Recipient countries of the Mexican exports of radio and tv broadcasting equipment in the last 5 years, in volume terms

Recipient countries of the Mexican exports of radio and tv broadcasting equipment in the last 5 years, in value terms

Structure of the Mexican exports of radio and tv broadcasting equipment by types of radio and tv broadcasting equipment in the last 5 years, in volume terms

Structure of the Mexican exports of radio and tv broadcasting equipment by types of radio and tv broadcasting equipment in the last 5 years, in value terms

Average prices of the Mexican exports of radio and tv broadcasting equipment in the last 5 years

Volume and dynamics of the consumption of radio and tv broadcasting equipment in Mexico in the last 5 years

Value and dynamics of the consumption of radio and tv broadcasting equipment in



Mexico in the last 5 years

Structure of the consumption of radio and tv broadcasting equipment in Mexico in the last 5 years, in volume terms

Structure of the consumption of radio and tv broadcasting equipment in Mexico in the last 5 years, in value terms

Structure of the consumption of radio and tv broadcasting equipment in Mexico by types of radio and tv broadcasting equipment, in volume terms

Structure of the consumption of radio and tv broadcasting equipment in Mexico by types of radio and tv broadcasting equipment, in value terms

Volume and dynamics of the per capita consumption of radio and tv broadcasting equipment in Mexico in the last 5 years

Value and dynamics of the per capita consumption of radio and tv broadcasting equipment in Mexico in the last 5 years

Balance between supply and demand on the radio and tv broadcasting equipment market in Mexico in the last 5 years and forecast for the next 5 years, in volume terms

Balance between supply and demand on the radio and tv broadcasting equipment market in Mexico in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of radio and tv broadcasting equipment in Mexico for the next 5 years (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of radio and tv broadcasting equipment in Mexico for the next 5 years (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of radio and tv broadcasting equipment in Mexico for the next 5 years (under the framework of the optimistic scenario), in volume and value terms

List of figures

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Volume and dynamics of the radio and tv broadcasting equipment market in Mexico in the last 5 years

Value and dynamics of the radio and tv broadcasting equipment market in Mexico in the last 5 years

Structure of the radio and tv broadcasting equipment market in Mexico in the last 5 years, in volume terms

Structure of the radio and tv broadcasting equipment market in Mexico in the last 5 years, in value terms

Structure of the radio and tv broadcasting equipment market in Mexico by types of radio and tv broadcasting equipment, in volume terms

Structure of the radio and tv broadcasting equipment market in Mexico by types of radio and tv broadcasting equipment, in value terms

Structure of the radio and tv broadcasting equipment market in Mexico by origin in volume terms in the last 5 years

Structure of the radio and tv broadcasting equipment market in Mexico by origin in value terms in the last 5 years

Volume and dynamics of the domestic production of radio and tv broadcasting equipment in Mexico in the last 5 years

Value and dynamics of the domestic production of radio and tv broadcasting equipment in Mexico in the last 5 years

Structure of the domestic production of radio and tv broadcasting equipment by types of radio and tv broadcasting equipment, in volume terms

Structure of the domestic production of radio and tv broadcasting equipment by types of radio and tv broadcasting equipment, in value terms

Value chain analysis of the radio and tv broadcasting equipment market in Mexico

Structure of the radio and tv broadcasting equipment price formation in Mexico, in %

Deviation of the average producer prices of radio and tv broadcasting equipment in Mexico in the last 5 years

Trade balance of radio and tv broadcasting equipment foreign trade in Mexico in the last 5 years, in volume terms

Trade balance of radio and tv broadcasting equipment foreign trade in Mexico in the last 5 years, in value terms

Trade balance of radio and tv broadcasting equipment foreign trade by product types in Mexico in the last 5 years, in volume terms

Trade balance of radio and tv broadcasting equipment foreign trade by product types in Mexico in the last 5 years, in value terms

Volume and dynamics of the imports of radio and tv broadcasting equipment to Mexico in the last 5 years

Value and dynamics of the imports of radio and tv broadcasting equipment to Mexico in the last 5 years

Main countries, importing radio and tv broadcasting equipment to Mexico in the last 5 years, in volume terms

Main countries, importing radio and tv broadcasting equipment to Mexico in the last 5 years, in value terms

Volume and dynamics of the imports of radio and tv broadcasting equipment by types of radio and tv broadcasting equipment in the last 5 years

Value and dynamics of the imports of radio and tv broadcasting equipment by types of

radio and tv broadcasting equipment in the last 5 years

Volume and dynamics of the average prices of the radio and tv broadcasting equipment, imported to Mexico in the last 5 years

Volume and dynamics of the Mexican exports of radio and tv broadcasting equipment in the last 5 years

Value and dynamics of the Mexican exports of radio and tv broadcasting equipment in the last 5 years

Recipient countries of the Mexican exports of radio and tv broadcasting equipment in the last 5 years, in volume terms

Recipient countries of the Mexican exports of radio and tv broadcasting equipment in the last 5 years, in value terms

Structure of the Mexican exports of radio and tv broadcasting equipment by types of radio and tv broadcasting equipment in the last 5 years, in volume terms

Structure of the Mexican exports of radio and tv broadcasting equipment by types of radio and tv broadcasting equipment in the last 5 years, in value terms

Volume and dynamics of the average prices of the Mexican exports of radio and tv broadcasting equipment in the last 5 years

Volume and dynamics of the consumption of radio and tv broadcasting equipment in Mexico in the last 5 years

Value and dynamics of the consumption of radio and tv broadcasting equipment in Mexico in the last 5 years

Structure of the consumption of radio and tv broadcasting equipment in Mexico in the last 5 years, in volume terms

Structure of the consumption of radio and tv broadcasting equipment in Mexico in the last 5 years, in value terms

Structure of the consumption of radio and tv broadcasting equipment in Mexico by types of radio and tv broadcasting equipment, in volume terms

Structure of the consumption of radio and tv broadcasting equipment in Mexico by types of radio and tv broadcasting equipment, in value terms

Volume and dynamics of the per capita consumption of radio and tv broadcasting equipment in Mexico in the last 5 years

Value and dynamics of the per capita consumption of radio and tv broadcasting equipment in Mexico in the last 5 years

Balance between supply and demand on the radio and tv broadcasting equipment market in Mexico in the last 5 years and forecast for the next 5 years, in volume terms

Balance between supply and demand on the radio and tv broadcasting equipment market in Mexico in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of radio and tv broadcasting equipment in Mexico for the next 5 years (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of radio and tv broadcasting equipment in Mexico for the next 5 years (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of radio and tv broadcasting equipment in Mexico for the next 5 years (under the framework of the optimistic scenario), in volume and value terms

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