

# Home Video in Poland

July 2023

Table of Contents

## Home Video in Poland - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Saturated LCD TVs market

Sales of home video driven by developing technology

Consumers are turning to streaming video platforms

### PROSPECTS AND OPPORTUNITIES

Stable future, with new product development supporting sales

Consumer focus on aesthetics and slim designs

Continued rise of streaming platforms

#### **CATEGORY DATA**

- Table 1 Sales of Home Video by Category: Volume 2018-2023
- Table 2 Sales of Home Video by Category: Value 2018-2023
- Table 3 Sales of Home Video by Category: % Volume Growth 2018-2023
- Table 4 Sales of Home Video by Category: % Value Growth 2018-2023
- Table 5 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023
- Table 6 NBO Company Shares of Home Video: % Volume 2019-2023
- Table 7 LBN Brand Shares of Home Video: % Volume 2020-2023
- Table 8 Distribution of Home Video by Channel: % Volume 2018-2023
- Table 9 Forecast Sales of Home Video by Category: Volume 2023-2028
- Table 10 Forecast Sales of Home Video by Category: Value 2023-2028
- Table 11 Forecast Sales of Home Video by Category: % Volume Growth 2023-2028
- Table 12 Forecast Sales of Home Video by Category: % Value Growth 2023-2028
- Table 13 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

## Consumer Electronics in Poland - Industry Overview

# EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

#### MARKET DATA

- Table 14 Sales of Consumer Electronics by Category: Volume 2018-2023
- Table 15 Sales of Consumer Electronics by Category: Value 2018-2023
- Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
- Table 17 Sales of Consumer Electronics by Category: % Value Growth 2018-2023
- Table 18 NBO Company Shares of Consumer Electronics: % Volume 2019-2023
- Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
- Table 20 Distribution of Consumer Electronics by Channel: % Volume 2018-2023
- Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
- Table 22 Forecast Sales of Consumer Electronics by Category: Value 2023-2028
- Table 23 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028
- Table 24 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

# DISCLAIMER

## SOURCES

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-video-in-poland/report.