

Home Video in Argentina

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

A year of two halves as positive sales growth gives way to volume declines
Seasonality related to FIFA 2022 World Cup smoothened by late hosting of tournament
Philips maintains leading position despite strong competition from Samsung, Noblex

PROSPECTS AND OPPORTUNITIES

Technological improvements to become increasingly important demand factor
Samsung to continue standing out for the quality of its high-end televisions
Limited space in homes for bigger screen TVs could boost sales of projectors

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 Argentina - 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

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SOURCES

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