

Home Video in Austria

October 2022

Table of Contents

Home Video in Austria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

OLED technology continues to add dynamism to televisions

Innovation drives upward pressure on prices

HiSense is the most dynamic brand in TVs

PROSPECTS AND OPPORTUNITIES

Pessimistic forecast for TVs as consumers shift viewing habits

Video players is not expected to survive the forecast period

Uncertainty surrounds price development

CATEGORY DATA

Table 1 - Sales of Home Video by Category: Volume 2017-2022

Table 2 - Sales of Home Video by Category: Value 2017-2022

Table 3 - Sales of Home Video by Category: % Volume Growth 2017-2022

Table 4 - Sales of Home Video by Category: % Value Growth 2017-2022

Table 5 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2017-2022

Table 6 - NBO Company Shares of Home Video: % Volume 2018-2022

Table 7 - LBN Brand Shares of Home Video: % Volume 2019-2022

Table 8 - Distribution of Home Video by Channel: % Volume 2017-2022

Table 9 - Forecast Sales of Home Video by Category: Volume 2022-2027

Table 10 - Forecast Sales of Home Video by Category: Value 2022-2027

Table 11 - Forecast Sales of Home Video by Category: % Volume Growth 2022-2027

Table 12 - Forecast Sales of Home Video by Category: % Value Growth 2022-2027

Table 13 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2022-2027

Consumer Electronics in Austria - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2017-2022

Table 15 - Sales of Consumer Electronics by Category: Value 2017-2022

Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

APPENDIX

DISCLAIMER

SOURCES

Summary 1 - Research 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-austria/report.