

Home Video in Spain

July 2022

Table of Contents

Home Video in Spain - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

OLED is gaining ground
Retail chains increasingly focused on e-commerce
With a strong presence in OLED TVs, LG narrows the gap to leader Samsung

PROSPECTS AND OPPORTUNITIES

OLED TVs will remain the top performer, but LCD will continue to dominate sales
Chinese brands are getting more attention
Installation remains an important point to differentiation for some retail chains

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 Spain - 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

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SOURCES

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