



# Home Video in Chile

July 2024

Table of Contents

## Home Video in Chile - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

After two years of contraction, demand for televisions improves in 2024  
Larger format and premium TVs continue to gain ground in Chile  
Samsung launches new models, driving the AI era of displays  
Samsung retains strong lead of home video, followed by LG

#### PROSPECTS AND OPPORTUNITIES

Innovation and promotions key elements to drive growth of home video  
Players to continue focusing on quality and sustainability  
Gamer segment could boost category sales

#### CATEGORY DATA

Table 1 - Sales of Home Video by Category: Volume 2019-2024  
Table 2 - Sales of Home Video by Category: Value 2019-2024  
Table 3 - Sales of Home Video by Category: % Volume Growth 2019-2024  
Table 4 - Sales of Home Video by Category: % Value Growth 2019-2024  
Table 5 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024  
Table 6 - NBO Company Shares of Home Video: % Volume 2020-2024  
Table 7 - LBN Brand Shares of Home Video: % Volume 2021-2024  
Table 8 - Distribution of Home Video by Channel: % Volume 2019-2024  
Table 9 - Forecast Sales of Home Video by Category: Volume 2024-2029  
Table 10 - Forecast Sales of Home Video by Category: Value 2024-2029  
Table 11 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029  
Table 12 - Forecast Sales of Home Video by Category: % Value Growth 2024-2029  
Table 13 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

## Consumer Electronics in Chile - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer electronics?

#### MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2019-2024  
Table 15 - Sales of Consumer Electronics by Category: Value 2019-2024  
Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024  
Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024  
Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024  
Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024  
Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024  
Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029  
Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029  
Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029  
Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

### 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-chile/report](http://www.euromonitor.com/home-video-in-chile/report).