TV & Video in Germany

Description: The TV & Video in Germany industry profile is an essential resource for top-level data and analysis covering the TV & Video industry. It includes data on market size and segmentation, plus textual and graphical analysis of the key trends and competitive landscape, leading companies and demographic information.

Scope
- Contains an executive summary and data on value, volume and/or segmentation
- Provides textual analysis of TV & Video in Germany’s recent performance and future prospects
- Incorporates in-depth five forces competitive environment analysis and scorecards
- Includes a five-year forecast of TV & Video in Germany
- The leading companies are profiled with supporting key financial metrics
- Supported by the key macroeconomic and demographic data affecting the market

Highlights
- Detailed information is included on market size, measured by value and/or volume
- Five forces scorecards provide an accessible yet in depth view of the market's competitive landscape

Why you should buy this report
- Spot future trends and developments
- Inform your business decisions
- Add weight to presentations and marketing materials
- Save time carrying out entry-level research

Market Definition
The TV & Video market consists of sales, through all retail channels, of TV displays (traditional CRT, plasma, LCD and projection televisions), VCR hardware, DVD hardware, camcorders and Video cameras as well as set top boxes (STBs) used to decode cable, satellite and digital transmissions. Note that TV & VCR/DVD combination products as well as TVs with built-in decoder products are classified as televisions for the purpose of this report. Market values are calculated at retail selling price (RSP) and include all applicable taxes. Any currency conversions included within this report have been calculated using constant 2009 annual average exchange rates.

For the purposes of this report, Europe consists of Western Europe and Eastern Europe.

Western Europe comprises Belgium, Denmark, France, Germany, Italy, the Netherlands, Norway, Spain, Sweden, and the United Kingdom.

Eastern Europe comprises the Czech Republic, Hungary, Poland, Romania, Russia, and Ukraine.

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