

TV Peripherals - UK - January 2014

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“The battleground for Blu-ray has now widened beyond the fight to see off DVD, as manufacturers of disc players have to compete against digital formats which have significantly grown in popularity in recent years. ‘All you can eat’ style streaming services has curbed the appeal of players, as the price of Blu-ray discs is still a major barrier for the industry.”

– Paul Davies, Senior Technology Analyst

This report looks at the following areas:

- Why are most consumers still unwilling to upgrade to Blu-ray?
- Do DVD players have a future?
- How can sound system specialists compete with TV brands?
- Will TVs with integrated speakers hurt the audio market?

Both the value and volume of the soundbar market more than doubled in 2013, as consumers shifted away from traditional home cinema systems in favour of more discreet, minimalistic TV speakers.

The DVD player category is still outselling what brands had hoped would be its successor in Blu-ray players. The price of Blu-ray discs still represents a major barrier for consumers and brands alike, and with consumers reluctant to spend more on high-definition discs, most have persevered with low cost DVD players. Meanwhile most brands are unable to offer starter packs of Blu-ray discs alongside players, as the cost of the latter falls, whilst discs are still just as costly.

The rise of video streaming services is now providing a significant threat to the player market as a whole. Although smart Blu-ray players give access to digital streaming services such as Netflix and LOVEFILM, the increasing penetration of smart televisions will limit the value of this facility. Brands will now hope that the emergence of Ultra HD discs will give consumers more of a reason to invest in advanced players.

This report reviews consumers' ownership of television peripherals, as well as their intentions to buy. Consumer attitudes towards DVD, Blu-ray players and TV sound systems are also investigated, as we analyse the reasons for recent purchasing habits and assess how behaviour is likely to develop looking ahead.

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