



**Euromonitor
International**

Home Audio and Cinema in Portugal

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising popularity of smartphone and wireless speaker combination hampers sales of audio separates in 2024
Sony retains the lead ahead of LG Electronics thanks to a solid reputation
Enhanced quality of TV sound affects home audio sales

PROSPECTS AND OPPORTUNITIES

Volume declines expected across the category during the forecast period
Sound bars will continue to expand, thanks to the popularity of streaming services and sustained innovation
E-commerce is expected to gain further ground as physical retailers narrow their focus to bestselling models

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-audio-and-cinema-in-portugal/report.