



Home Audio and Cinema in France

July 2024

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Home Audio and Cinema in France - Category analysis

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2024 DEVELOPMENTS

Volume sales inch back towards a positive trajectory, although the category continues to face challenges

Audio enthusiasts continue to drive premiumisation trends

The retail landscape adapts to decreasing sales

PROSPECTS AND OPPORTUNITIES

Ongoing declines expected due to overall lower demand in light of more modern substitutes

Smart connectivity and AI features may give speakers a boost

Brands and retailers will continue to adapt to changing category dynamics

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