



# Home Video in Canada

July 2024

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## Home Video in Canada - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Upgrades, economic recovery and immigration support the growth in the demand for televisions  
OLED TVs leads innovation to cater to the consumer interest in a high-quality viewing experience  
Gaming features provide a competitive edge as gamers are willing to spend on performance

#### PROSPECTS AND OPPORTUNITIES

Long replacement cycles and high penetration of LED TVs dampen positive energy of higher discretionary spending and new consumers  
Innovation and new product launches push the consumer transition to OLED TVs  
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