



Home Video in Canada

July 2024

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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
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