



Euromonitor  
International

# Home Video in Chile

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- After two years of contraction, demand for televisions improves in 2024
- Larger format and premium TVs continue to gain ground in Chile
- Samsung launches new models, driving the AI era of displays
- Samsung retains strong lead of home video, followed by LG

PROSPECTS AND OPPORTUNITIES

- Innovation and promotions key elements to drive growth of home video
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- Gamer segment could boost category sales

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