



# Home Video in the United Kingdom

July 2024

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## Home Video in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Home video demand starts to stabilise following post-pandemic declines  
Volume growth of OLED TVs remains strong but penetration is hampered by price  
Video players disappear from the UK market

#### PROSPECTS AND OPPORTUNITIES

Televisions unlikely to record meaningful volume growth  
Innovation in televisions will continue to focus on user interface and AI development  
Free content can be an interesting proposition for UK consumers

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