

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

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Televisions unlikely to record meaningful volume growth

Innovation in televisions will continue to focus on user interface and Al development

Free content can be an interesting proposition for UK consumers

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