



**Euromonitor
International**

Home Video in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales of televisions have been declining for several consecutive years
Televisions are becoming increasingly refined in terms of functionality
OLED TVs attract higher-income consumers due to picture quality

PROSPECTS AND OPPORTUNITIES

The development of high-end televisions in China set to improve, with mini LED TVs expected to become more popular
Gaming TVs expected to see fast growth
Televisions might face challenges due to the increasing popularity of alternative ways of viewing

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Consumer Electronics in China - Industry Overview

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