



Home Video in China

July 2024

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Home Video in China - Category analysis

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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