



Euromonitor
International

Home Video in Argentina

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Steep decline not attributable to high base of comparison
- Economic downturn pauses uptrend in higher-end TVs
- Philips leads in brand popularity but local players excel in aggregated sales

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- Economic expansion and financing will drive recovery
- Average unit price to increase over the forecast period
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SOURCES

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