

Home Video in the US

July 2024

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Home Video in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

LCD TVs sees growth in 2024, as consumers seek budget-friendly options Weaker than anticipated growth for OLED TVs amidst economic uncertainty Competitive landscape intensifies, with premium designs and features

PROSPECTS AND OPPORTUNITIES

Home video is mature, with only negligible growth expected over the forecast period Al's potential impact on the television viewing experience

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