



**Euromonitor
International**

Home Video in Portugal

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive performance in 2024 in both volume and current value terms
Hisense shows strong performance in 2024, but LG Electronics maintains its lead
Sports events throughout 2024 will contribute to sales

PROSPECTS AND OPPORTUNITIES

Volume declines expected across the forecast period, but current value sales will remain buoyant
AI will continue to be introduced within TVs, boosting category growth
Competitive landscape will remain fragmented across the forecast period

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Consumer Electronics in Portugal - Industry Overview

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