



# Home Video in Germany

August 2024

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## Home Video in Germany - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Home video sees a marginal increase in 2024 due to sports events

LCD TVs are being replaced by OLED TVs

Televisions are still predominantly purchased in stores

#### PROSPECTS AND OPPORTUNITIES

Sales of televisions set to decline again after the boom

Gaming trend also set to impact televisions

Video players are slowly approaching their end

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