



Home Video in Italy

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home video achieves positive volume growth, with Hisense in the news in 2024

LG retains its lead over Samsung, while Hisense holds its Innovation Market at Milan Fashion Week

2024 is a year of sporting events, helping to boost TV viewing figures

PROSPECTS AND OPPORTUNITIES

Streamed content expected to ultimately replace physical video devices

Decreasing space at home will lead consumers to prioritise devices

Consumers become increasingly wary of potential cyber-attacks and hacking through connected devices

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