

Home Audio and Cinema in India

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Home Audio and Cinema in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home audio and cinema is in perpetual decline

Consumer preference for portable and wireless devices eat into the category's sales

Sony maintains its lead, but no player is able to see growth

PROSPECTS AND OPPORTUNITIES

Launch of new technologies to hamper the performance of home audio and cinema Companies offering speakers turn to premiumisation to protect their bottom line Increasing share of sales likely to be through retail e-commerce

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