



**Euromonitor
International**

Home Video in France

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales improve on the previous year, thanks to uptick in replacements
LCD TVs see positive value sales due to stable production and ongoing innovations
Brands and retailers adapt their offers to appeal to consumers during a time of economic uncertainty

PROSPECTS AND OPPORTUNITIES

OLED TVs expected to see a stronger performance
Omnichannel strategies remain important for home video
Will TVs face competition from second-hand options, such as seen with smartphones and laptops?

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