



Home Video in Taiwan

August 2024

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Home Video in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home video sees slight increase in volume terms in 2024
OLED TVs becomes more competitive as Philips joins in 2024
BD players and DVD players see faster decline in 2024

PROSPECTS AND OPPORTUNITIES

Panasonic set to retain its leading position in home video in the years ahead
Key brands will exhibit updated models annually at Computex
Taiwanese consumers will continue to value brick-and-mortar stores in the years ahead

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