



**Euromonitor
International**

Home Video in Thailand

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shift towards streaming services and on-demand content
- Smart TVs become more popular
- Increasing presence of Chinese brands

PROSPECTS AND OPPORTUNITIES

- Growth will continue to be driven by televisions while video players fall into oblivion
- Smart TV technology will continue to evolve, offering consumers a more personalised and interactive experience
- Chinese TVs will expand their online presence

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