



# Home Video in the United Arab Emirates

July 2024

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## Home Video in the United Arab Emirates - Category analysis

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Increasing demand for larger screen sizes of televisions in the United Arab Emirates

Competitive pricing strategies within LCD TVs

Chinese television manufacturers continue to gain share

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OLED TVs set to remain most dynamic performer over the forecast period

Average unit price is expected to continue rising

Online shift will continue to support home video's growth

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