

Home Audio and Cinema in Canada

July 2024

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Home Audio and Cinema in Canada - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Thriving second-hand market for audio components cuts into demand Retail volume sales continue to fall as consumers gravitate to wireless technology Consumers adopt soundbar technology to enhance TV audio

PROSPECTS AND OPPORTUNITIES

Outlook remains gloomy as modern technology upends the demand for legacy products Retail e-commerce to leverage convenience and innovation to continue to dominate distribution Audiophiles and vinyl enthusiasts lend support as mainstream consumers opt for wireless products

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