



Home Audio and Cinema in France

July 2023

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Home Audio and Cinema in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining trend continues, following the pandemic era boost to sales

Niche demand from sound-quality enthusiasts drives the remaining sales

Premiumisation, high-tech, and durable products are appreciated by audio enthusiasts

PROSPECTS AND OPPORTUNITIES

Low product innovations in audio, while TVs continue to improve their built-in systems

When technology meets audio systems, there is growth potential

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