

Home Audio and Cinema in Taiwan

August 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Home audio and cinema continue to decline in face of evolving technological innovations
Audio separates and home cinema and speakers systems see slower declines, thanks to popularity of soundbars
Appliances and electronics specialists allow consumers space and time to experience new products prior to making a purchase

PROSPECTS AND OPPORTUNITIES

Panasonic continues lead in 2023, thanks to its focus on high-quality products
Sony is expected to maintain a strong showing
Local brands will strive to gain share

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