

# Home Audio and Cinema in Vietnam

July 2023

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## Home Audio and Cinema in Vietnam - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Home audio and cinema in decline with soundbars the only bright spot

Always on promotional programs from brands and retailers

Dolby Atmos appeals to high-income consumers looking for a cinematic experience

## PROSPECTS AND OPPORTUNITIES

Home cinema and speaker systems likely to remain key to growth with sales backed by new innovations Innovative technologies expected to become more affordable to the mass market

Consumers likely to retain a try-before-you-buy attitude to home audio and cinema

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