



# Home Video in Canada

July 2024

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## Home Video in Canada - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Upgrades, economic recovery and immigration support the growth in the demand for televisions  
OLED TVs leads innovation to cater to the consumer interest in a high-quality viewing experience  
Gaming features provide a competitive edge as gamers are willing to spend on performance

#### PROSPECTS AND OPPORTUNITIES

Long replacement cycles and high penetration of LED TVs dampen positive energy of higher discretionary spending and new consumers  
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