

# Home Video in Chile

July 2024

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## Home Video in Chile - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

After two years of contraction, demand for televisions improves in 2024  
Larger format and premium TVs continue to gain ground in Chile  
Samsung launches new models, driving the AI era of displays  
Samsung retains strong lead of home video, followed by LG

#### PROSPECTS AND OPPORTUNITIES

Innovation and promotions key elements to drive growth of home video  
Players to continue focusing on quality and sustainability  
Gamer segment could boost category sales

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