

# Home Video in Egypt

July 2023

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## Home Video in Egypt - Category analysis

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#### 2023 DEVELOPMENTS

LCD TVs recover after slight decline

LG defends its dominance on the OLED TV market with heavy discounts.

Specialist retailers and hypermarkets are primary channels for TV sales

#### PROSPECTS AND OPPORTUNITIES

Growth to be driven by LCD TVs despite higher expected rates for OLED TVs

LCD TV prices are expected to rise if foreign currency shortages persist

Price gaps between LCD and OLED TVs expected to narrow

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