

Home Video in the Philippines

July 2023

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Home Video in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of LCD televisions in decline in 2023
More affordable Chinese brands presenting strong competition
Smart TVs taking over as consumers embrace streaming services

PROSPECTS AND OPPORTUNITIES

Bright outlook for televisions as consumers think smart
The shift to OLED and QLED expected to be slow but positive as Chinese brands introduce more affordable options
As competition grows players will need to find ways of differentiating their offer

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