

Home Video in the US

July 2024

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Home Video in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

LCD TVs sees growth in 2024, as consumers seek budget-friendly options
Weaker than anticipated growth for OLED TVs amidst economic uncertainty
Competitive landscape intensifies, with premium designs and features

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Projected increase in adoption of OLED TVs as prices normalise

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