

Home Video in Mexico

July 2023

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Home Video in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

OLED TVs continues to make the running in volume growth terms, albeit from a low base
Highly and widely popular TV landscape adds impetus to streaming platforms
LG Electronics México continues to consolidate its leading position while Chinese players intensify the competition

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Streaming services to continue to erode the demand for video players
More sophisticated demand to favour OLED and smart TVs
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