

Home Video in Vietnam

July 2023

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2023 DEVELOPMENTS

Home video in decline in 2022-2023 with OLED TVs the only bright spot

Higher competition on OLED TV

Samsung retains its leading position in home video thanks to innovation, competitive pricing and strong marketing and promotional support

PROSPECTS AND OPPORTUNITIES

Home video still has growth potential backed by new innovation and promotional activity

New premium technologies are shifting to mass models as competition heats up

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