

Home Video in Spain

July 2023

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Home Video in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium televisions and bigger screens increase in popularity
BD and DVD players falling out of use as video streaming takes over
New EU regulation could impact some energy hungry televisions

PROSPECTS AND OPPORTUNITIES

Innovation will be key in remaining competitive in televisions
Retail chains will continue focusing on e-commerce
OLED technology will continue pushing the growth of the category but LCD will retain the lead due to more affordable prices

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