

Home Video in Austria

July 2023

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Home Video in Austria - Category analysis

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2023 DEVELOPMENTS

Availability of other devices hurts TV sales, but OLED TVs spur demand

Category leader Samsung finally enters OLED TVs

HiSense continues to gain share, while Amazon gets in on the action

PROSPECTS AND OPPORTUNITIES

Media consumption and the use of TVs to continue upon set lines

With a new OLED range, Samsung might become powerful than ever

Video players may finally disappear

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