

# Home Video in Taiwan

August 2023

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## Home Video in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Falling demand for LCD TVs as consumers prioritise other luxury purchases

OLED TVs benefit from flurry of new product launches

Video players continue to decline in popularity

#### PROSPECTS AND OPPORTUNITIES

Video players will continue their downward

Computex will remain an important vehicle for companies to showcase new products

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