

# Home Video in Malaysia

July 2023

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## Home Video in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

OLED TVs remain unaffordable to most  
Streaming is killing demand for video players  
Affordable Chinese brands make significant impact on smart LCD T adoption

#### PROSPECTS AND OPPORTUNITIES

Smart LCD TVs will drive growth  
More local consumers will shop online for televisions  
Revival of residential property market could aid growth

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