

# Home Video in the Czech Republic

July 2023

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## Home Video in the Czech Republic - Category analysis

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Innovative features drive demand for premium TVs  
EU regulations on power consumption prove difficult for 8K TVs  
OLED TVs gradually become more affordable

#### PROSPECTS AND OPPORTUNITIES

Sustainability will play increasing role in coming years  
E-commerce and omni-channel options to gain further popularity in coming years  
Online streaming services continue to suppress sales of video players

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