

Home Video in South Korea

July 2023

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Home Video in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of televisions decline after previous surge and economic/geopolitical concerns
LG and Samsung exit the production of LCD panels for televisions to focus on OLED
LG launches a new portable TV to tap into the expanding number of campers

PROSPECTS AND OPPORTUNITIES

The shift from LCD to OLED set to continue as OLED prices expected to fall
Larger televisions expected to remain a major trend
“Lifestyle TVs” to remain a key concept, aiming to appeal to younger consumers

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