

Home Video in Hong Kong, China

August 2023

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Home Video in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

TV sales see modest growth, midst market saturation and consumer preference for substitute products
New technology in TVs contributes to increased sales

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Remote control technology upgrades a major feature for the future
Sustainable and smaller TVs to take the major spotlight, with 8K TVs decreasing in demand as a result

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