

Home Audio and Cinema in Singapore

July 2023

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Home Audio and Cinema in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further drop in demand for home audio and cinema
Soundbars supports lower decline for home cinema and speaker systems

Detailers take an empishannel annuageh te calco

Retailers take an omnichannel approach to sales

PROSPECTS AND OPPORTUNITIES

Multifunctionality and connectivity are important features

Category will continue to be cannibalised by alternative products

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