

# Home Audio and Cinema in Chile

July 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued significant decline due to the impact of substitution  
Inflation and premiumisation lead to slower value decline than volume  
Sound bars are offered with purchases of televisions, driving down stand-alone sales

#### PROSPECTS AND OPPORTUNITIES

Further decline expected due to structural changes in how consumers listen to music  
Popularity of analogue music among younger generations to maintain some interest  
Shelf space likely to be reduced, except perhaps for sound bars

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