

Home Video in Denmark

August 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Home video bounces back to positive volume sales as purchasing patterns normalise

Polarised rising and lowering prices affect different subcategories

Larger screen size trend continues, with TCL launching 98" model

PROSPECTS AND OPPORTUNITIES

Home video set to remain on a positive trajectory over the forecast period

Retail price points set to remain high due to ongoing developments

Samsung set to continue leading the charge, with niche segmentation expected

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