

# Home Video in the US

July 2023

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# Home Video in the US - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Demand inches towards OLED TVs as manufacturers reduce output of LCD TVs Moderate growth as high inflation motivates belt tightening among consumers TCL transforms TV viewing experience with Samba TV's advanced AI features

## PROSPECTS AND OPPORTUNITIES

New features set to emerge as smart homes gradually become the norm High penetration of televisions leaves little room for growth via adoption of OLED TVs Rising influence of gaming to emerge as a positive driver of growth in OLED TVs

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