

# Home Video in Portugal

August 2023

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## Home Video in Portugal - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sales of televisions continue to decline, amid shrinking consumer budgets and return to pre-pandemic lifestyles

OLED TVs continue to grow in popularity

Trend three

### PROSPECTS AND OPPORTUNITIES

Further declines expected in mature category

OLED TVs will benefit from further investments in technology

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