

Home Video in Brazil

July 2023

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Home Video in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home video suffers from global price increases, despite the boost to sales from the FIFA World Cup Premium televisions perform well despite overall decline

Video players are no longer in the public eye

PROSPECTS AND OPPORTUNITIES

OLED TVs set to gain share in the forecast period

LG and Samsung will continue to lead in Brazil, but Asian brands set to gain ground Immersive experience and integration with technology to push innovations in home video

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