

Home Video in France

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Organic slowdown in sales continues, as inflationary pressures on budgets accentuate the declines

OLED TVs continue to show promise – despite budget pressures

Durable products become a must-have and longer replacement cycles pose challenges for volume sales

PROSPECTS AND OPPORTUNITIES

No further notable developments in televisions expected at this time

E-commerce and omnichannel offerings set to remain popular

Video and DVD players continue to decline, as streaming becomes the norm and online movie sales cannibalise physical formats

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