

Home Video in Thailand

July 2023

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Home Video in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth in 2023, as worldwide chip shortage begins to subside

OLED TVs lead growth

Increasing presence of Chinese brands

PROSPECTS AND OPPORTUNITIES

Growth will continue to be driven by televisions while video players fall into oblivion

OLED is unlikely to replace LCD by the end of the forecast period

Chinese TVs will expand their online presence

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