

Home Audio and Cinema in Argentina

July 2023

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Home Audio and Cinema in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further sales declines in home audio and cinema as spending remains under pressure Rising popularity of soundbars creates new opportunities for category players Philips extends its lead over local player New San as consumers prioritise brand name

PROSPECTS AND OPPORTUNITIES

The rise of online content streaming to present challenges and opportunities Brand see best opportunities in soundbars Slump in demand for hi-fi systems set to drag down overall sales

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