



Euromonitor
International

Home Audio and Cinema in Hungary

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of home audio and cinema remain in a negative slump due to a lower need for additional devices

Samsung maintains lead thanks to support from its overall consumer electronics portfolio

Appliances and electronics specialists maintain channel lead, despite growth of retail e-commerce

PROSPECTS AND OPPORTUNITIES

Home audio and video will remain in a slump, due to overall failing interest in the category

Limited innovations expected due to lack of demand

Simplification and modern technologies to offer some relief

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