

Home Audio and Cinema in the Philippines

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Home audio and cinema continues to struggle as economic pressures and questions of relevance put downward pressure on sales
Soundbars brings some positivity to the category as consumers look to enhance their home entertainment experience
Top five players compete closely with a strong focus on quality

PROSPECTS AND OPPORTUNITIES

Home audio and cinema likely to come under pressure as consumers start to question the necessity of investing in these products
E-commerce will be key for future sales
Innovation in soundbars will be crucial to remaining competitive

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Consumer Electronics in the Philippines - Industry Overview

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