

Home Video in Canada

July 2023

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Home Video in Canada - Category analysis

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2023 DEVELOPMENTS

Televisions benefit from gradual return to discretionary spending

OLED TVs lead growth

Roll-out of faster internet speeds benefit smart TV sales

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Falling prices of new technology will encourage consumers to upgrade their models

OLED TVs will drive growth

Roll-out of additional apps and services will ensure further expansion of smart TVs

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