

Home Video in the United Kingdom

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Demand for televisions further declines in 2023, albeit by a slower rate than 2022
- Innovation in LCD TVs helps drive high value sales growth in 2023
- Retail offline regains sales momentum within home video in 2023

PROSPECTS AND OPPORTUNITIES

- The offer of televisions with larger screens is set to further increase
- Further premiumisation, smart TVs beyond voice control, and televisions as home décor
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