



Euromonitor
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Home Video in China

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Several factors limit the rate of decline for home video in 2025
Offering quality products and advanced technology, Qingdao Hisense Electric extends its lead
Retail e-commerce maintains share growth due to convenience and promotions

PROSPECTS AND OPPORTUNITIES

A continued move towards higher quality home video products such as OLED TVs
Enhancements to production efficiency set to continue
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