

Home Video in the Philippines

July 2023

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Home Video in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of LCD televisions in decline in 2023 More affordable Chinese brands presenting strong competition Smart TVs taking over as consumers embrace streaming services

PROSPECTS AND OPPORTUNITIES

Bright outlook for televisions as consumers think smart The shift to OLED and QLED expected to be slow but positive as Chinese brands introduce more affordable options As competition grows players will need to find ways of differentiating their offer

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Consumer Electronics in the Philippines - Industry Overview

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