



**Euromonitor
International**

Home Video in the US

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- OLED TVs drives growth in home video in 2025
- Samsung overtakes TCL to lead a landscape marked by polarisation in pricing
- E-commerce remains favoured channel for home video purchases

PROSPECTS AND OPPORTUNITIES

- Growth in televisions set to remain flat as tariffs create disruptive context
- OLED TVs will see further growth, while LCD options will remain popular with budget-strained consumers
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