

Home Audio and Cinema in Colombia

July 2023

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Home Audio and Cinema in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

2023 sees a continual decline in volume sales of home audio and cinema LG continues to lead the category, followed by Samsung and Sony Emerging brands offer favourable price-quality ratio, while specialist stores cater to a niche consumer base

PROSPECTS AND OPPORTUNITIES

Consumers continue moving towards wireless and smart systems Connectivity will continue apace in Columbia, affecting category sales E-commerce growth shows that it can be a useful tool to attract consumers

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