



**Euromonitor
International**

Home Video in Italy

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume sales for home video marginally increase, driven by televisions

LG Electronics strengthens lead of consolidated competitive landscape

Appliances and electronics specialists retains dominance due to preference for in-person purchases of big-ticket items

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Sales of home video are expected to rise, despite maturity and high penetration

Brands addressing household space constraints are set to perform well

Televisions will remain at the centre of innovation

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