



Euromonitor
International

Home Video in India

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Traditional audio systems evolve into integrated solutions
Premium OLEDs and LCDs continue driving category sales
TV brands build multi-channel reach as they vie for share

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Smart home integration will transform the entertainment experience in the coming years
Sustainable electronics will increasingly attract interest amongst conscientious consumers
Rental and subscription models may disrupt ownership paradigms over the forecast period

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