

Home Video in South Africa

August 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing demand for multifunctional TVs
Price becomes a more important factor in consumer purchasing decisions
Businesses remain key focus for sale of high-value home video products

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Corporates expected to remain key customers for premium products
Smart TVs will gain popularity as the cost of accessing the internet reduces
Price will be a key determinant of product choice

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Consumer Electronics in South Africa - Industry Overview

EXECUTIVE SUMMARY

Innovation remains key driver of growth
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Smart devices grow in popularity across many categories
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SOURCES

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