

Home Video in Taiwan

August 2023

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Home Video in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Falling demand for LCD TVs as consumers prioritise other luxury purchases OLED TVs benefit from flurry of new product launches Video players continue to decline in popularity

PROSPECTS AND OPPORTUNITIES

Video players will continue their downward Computex will remain an important vehicle for companies to showcase new products Taiwanese will show preference for physical stores, despite rise of e-commerce

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