

Home Audio and Cinema in France

October 2022

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to a declining trend, as home audio and cinema is cannibalised by modern devices and streaming services

Leading players maintain their top places thanks to launches in trending categories, such as soundbars

Degree of premiumisation expected, while trend for “reliable and repairable” products is also seen

PROSPECTS AND OPPORTUNITIES

Normalisation expected, with an ongoing decline in line with improvements in the quality of built-in television speakers

Connected soundbars hold potential due to growing trend for connected homes

Growing use of alternative devices, such as smartphones and wireless speakers, will continue to cannibalise audio

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