

Home Video in Chile

July 2022

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Following 2021's impressive growth, home video suffers significant contraction in 2022
Samsung launches MICRO LED, Neo QLED and Lifestyle televisions in 2022
OLED TVs doubles in volume in 2022 in line with greater transition towards larger models in Chile
LG continues to lead, closely followed by Samsung in 2022

PROSPECTS AND OPPORTUNITIES

Innovation, sustainability and promotions key growth elements for home video
E-commerce consolidates position as key channel in sales structure of home video players
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