

Home Video in China

January 2023

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Home Video in China - Category analysis

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2022 DEVELOPMENTS

Falling unit prices unable to drive retail volume sales of LCD TVs
Great leap forward for OLED TVs as more affordable options emerge
Xiaomi and HiSense gain share amidst downturn

PROSPECTS AND OPPORTUNITIES

Intensified competition between mini LED and OLED models as premiumisation deepens
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Innovation in internet smart TVs at a crossroads

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