

# Home Video in India

October 2022

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## Home Video in India - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Most purchases of televisions are of internet-enabled smart TVs

Higher unit prices in 2022

Brands prepare for the next upgrade, from LCD to OLED

#### PROSPECTS AND OPPORTUNITIES

Bigger screens expected to attract more consumers over the forecast period

Home video will be competitive due to local manufacturing

Hunt for deals will support growth for e-commerce

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