

# Home Video in Romania

September 2022

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

The rising popularity of video streaming positively impacts television sales

Affluent consumer base helps OLED TVs continue its fast growth performance

Preference for recognised, trusted and innovative brands sustains leading positions for LG and Samsung

### PROSPECTS AND OPPORTUNITIES

The TV as a home entertainment hub secures steady volume growth for home video over the forecast period

Convenience, competitive prices and rising consumer confidence stimulate shift to e-commerce for televisions

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