

# Home Video in the Netherlands

August 2022

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## Home Video in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The FIFA World Cup 2022 helps keep volume growth of televisions positive in 2022

Strong price increases in televisions offset by competition

Sales via e-commerce slow down in home video, as consumers flock to stores

#### PROSPECTS AND OPPORTUNITIES

Home video value sales set to gain from switch to high-tech products

Refurbished televisions likely to remain an insignificant niche

Multichannel experience likely to drive sales in home video

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## Consumer Electronics in the Netherlands - Industry Overview

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