

# Home Video in Turkey

August 2022

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## Home Video in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Higher unit prices contribute to overall volume decline in home video in 2022

Arçelik leads companies, Vestel leads brands, and players show rising interest in OLED TVs

Premium-positioned OLED TVs drive growth in 2022

#### PROSPECTS AND OPPORTUNITIES

Fading interest in LCD TVs to ensure overall decline in televisions

Increased competition predicted with entrance of Samsung into OLED TVs and aggressive rise of Xiaomi

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