

Home Video in Ukraine

September 2021

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Internet smart TVs continue to penetrate televisions, driving up average unit price
Growing from low sales base, OLED TVs continues to record more dynamic growth
Consolidated competitive landscape with leader Samsung continuing to invest in innovation

PROSPECTS AND OPPORTUNITIES

Stronger growth momentum expected from 2022 onwards as Ukrainians regain their purchasing confidence
Further declines in average unit price will enable OLED TVs to expand target audience
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