



Home Audio and Cinema in Spain

July 2024

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Home Audio and Cinema in Spain - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continued decline in volume sales across home audio and cinema categories

Demand for soundbars remains strong

No major changes in competitive landscape

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Demand will continue to fall, in favour of smart devices

Innovation in television could challenge demand for separate soundbars

Offline channel will remain strong in this category

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