



# Home Audio and Cinema in France

July 2024

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## Home Audio and Cinema in France - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Volume sales inch back towards a positive trajectory, although the category continues to face challenges

Audio enthusiasts continue to drive premiumisation trends

The retail landscape adapts to decreasing sales

#### PROSPECTS AND OPPORTUNITIES

Ongoing declines expected due to overall lower demand in light of more modern substitutes

Smart connectivity and AI features may give speakers a boost

Brands and retailers will continue to adapt to changing category dynamics

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