

Home Audio and Cinema in Vietnam

July 2024

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Home Audio and Cinema in Vietnam - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining sales due to maturity and weakening demand post-pandemic

Various trends emerge to influence and impact home audio and cinema

Players continue to launch new products with feature improvements targeting younger consumers

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Home cinema and speaker systems still offers room to grow

Consumers will continue to pay attention to new technology and designs

Gradual transition towards online channels for purchases

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