



# Home Video in the US

July 2024

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## Home Video in the US - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

LCD TVs sees growth in 2024, as consumers seek budget-friendly options  
Weaker than anticipated growth for OLED TVs amidst economic uncertainty  
Competitive landscape intensifies, with premium designs and features

#### PROSPECTS AND OPPORTUNITIES

Home video is mature, with only negligible growth expected over the forecast period  
AI's potential impact on the television viewing experience  
Projected increase in adoption of OLED TVs as prices normalise

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