

# Home Audio and Cinema in Spain

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Appeal of soundbars not enough to save the category from registering a further decline in sales  
Competitive landscape remains stable while e-commerce continues to win ground  
Brands continue adding value by launching increasingly sophisticated products, while revival of vinyl offers new opportunities for exploration

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Focus is likely to shift to adding value as volume sales dry up  
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