



# Home Audio and Cinema in Portugal

August 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising popularity of smartphone and wireless speaker combination hampers sales of audio separates  
Sound bars continue to expand, thanks to popularity of streaming services and sustained innovation  
Sony maintains its lead

#### PROSPECTS AND OPPORTUNITIES

Stagnant performance expected  
Soundbars offer further opportunities for growth  
E-commerce is expected to gain further ground, as physical retailers narrow their focus to bestselling models

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## Consumer Electronics in Portugal - Industry Overview

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