

# Home Video in Chile

July 2023

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## Home Video in Chile - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sales decline, falling below the 2019 level as most demand is fulfilled in 2021

Hisense partners with Falabella to expand in Chile

Xiaomi expands its product range in Chile, moving into televisions

### PROSPECTS AND OPPORTUNITIES

Consumer caution expected to contribute to continued decline

The stronger competition in OLED TVs set to drive a return to growth

New LCD technologies likely to maintain higher sales of LCD TVs than OLED TVs

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