

Home Video in Hungary

July 2023

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2023 DEVELOPMENTS

Strong growth for OLED TVs; however, more affordable LCD TVs remain more popular

BD and DVD players impacted by streaming services

LG Electronics leads despite losing share to Samsung in OLED TVs

PROSPECTS AND OPPORTUNITIES

Strong growth for OLED TVs, which offer a superior viewing experience; however, LCD TVs will continue to appeal to price-sensitive consumers

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