



**Euromonitor
International**

Home Video in Spain

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sporting events and sponsorships support soar in demand for home video
Hisense makes further gains with competitive prices and expanding distribution
Omnichannel experience gains relevance for local consumers

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Design-driven innovation and AI features are expected to dominate development
Competitive landscape expected to be redefined by new entrants

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SOURCES

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