



Euromonitor
International

Home Video in South Africa

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Home video shows signs of stabilisation amid shifting preferences and rising demand for premium TVs

Hisense leads as Skyworth emerges and premium innovation drives competition

Appliance and electronics specialists remain key, with notable developments within e-commerce

PROSPECTS AND OPPORTUNITIES

Demand for televisions will be driven by connectivity, innovation and smart functionality

AI, OLED, and gaming features will position televisions as a key driver of innovation

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