



**Euromonitor
International**

Home Video in Hungary

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Home video sees marginally positive volume growth and healthy value growth, thanks to consumer interest in OLED TVs

LG maintains lead, while Samsung benefits from developments in OLED TVs

Retail e-commerce continues to grow its distribution channel lead

PROSPECTS AND OPPORTUNITIES

Sales expected to pick up in line with consumers' recovering purchasing power

Modern technologies will help to inspire innovation in televisions

The strongest focus will be on OLED TVs

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