



Euromonitor  
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# Home Video in the United Arab Emirates

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## Home Video in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Volume sales rise in 2025, driven by OLED TVs

LG leads overall home video in the UAE

Hypermarkets accounts for most TV sales, with e-commerce continuing to expand

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Continued volume sales anticipated for home video

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