



Euromonitor
International

Home Audio and Cinema in China

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Only home cinema and speaker systems is able to buck the declining trend resulting from competition from other devices
Philips maintains its lead, in part due to advanced AI noise reduction algorithms
Retail e-commerce becomes the dominant channel, utilising 3D interactive tools

PROSPECTS AND OPPORTUNITIES

Changes in the way consumers access and enjoy music and videos will drive a continued sales decline
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-audio-and-cinema-in-china/report.