

Home Audio and Cinema in Taiwan

August 2024

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Home Audio and Cinema in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home audio and cinema continue to decline in the face of evolving technological innovations

Audio separates and home cinema and speakers see slower declines, thanks to popularity of soundbars

Appliances and electronics specialists remains the leading distribution channel in 2024

PROSPECTS AND OPPORTUNITIES

Panasonic will continue to lead, thanks to its focus on high-quality products

Japanese brands are expected to maintain their dominance

Local brands set to keep striving in an arena replete with international brands

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