



**Euromonitor
International**

Home Video in the United Kingdom

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Television volume sales decline following bumper year
- LG and Samsung battle for leadership position
- Appliances and electronics specialists hold the lead followed by retail e-commerce

PROSPECTS AND OPPORTUNITIES

- Market saturation provides limited opportunity for volume growth
- Enhancements in picture quality and connectivity will continue
- AI and user interface are supporting category innovation

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Consumer Electronics in the United Kingdom - Industry Overview

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