



Home Video in Germany

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

SD shutdown of German broadcasters leads to boom in sales of televisions

Hisense benefits most from SD shutdown as it caters to consumers' needs at an affordable price

Appliances and electronics specialists is the preferred channel for older consumers, who are most affected by the SD shutdown

PROSPECTS AND OPPORTUNITIES

Early forecast period set to see decline after the 2025 boom, with a move towards OLED TVs

RGB and Micro LED innovations in LCD TVs have the potential to compete with OLED TVs

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