



Euromonitor  
International

# Home Video in India

September 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Traditional audio systems evolve into integrated solutions  
Premium OLEDs and LCDs continue driving category sales  
TV brands build multi-channel reach as they vie for share

#### PROSPECTS AND OPPORTUNITIES

Smart home integration will transform the entertainment experience in the coming years  
Sustainable electronics will increasingly attract interest amongst conscientious consumers  
Rental and subscription models may disrupt ownership paradigms over the forecast period

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