



Home Video in Poland

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Home video sales grow, driven by demand for premium televisions

Samsung Electronics Polska Sp retains its lead while TCL and Hisense gain ground

Appliances and electronics specialists lead, while retail e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

A modest decline is expected while OLED TVs will show resilience

AI optimisation and sustainability are expected to be the focus of product innovation

Premium features are expected to become more accessible in home video innovation

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