



Home Video in Austria

March 2026

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Home Video in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

After an exceptional year in 2024, the downward trend resumes in 2025
Thanks to its improving position in OLED TVs, Samsung defends its leadership
Media Markt dominant among specialist retailers

PROSPECTS AND OPPORTUNITIES

Downward trend likely to continue, but a bright spot will remain in OLED TVs
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SOURCES

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