



# Home Video in France

August 2025

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## Home Video in France - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Mixed performance fuelled by maturity and longer replacement cycles  
Ongoing premiumisation remains a major value driver for leading players  
Retailers adapt during difficult economic period

#### PROSPECTS AND OPPORTUNITIES

OLED TVs to remain expensive niche but will be a key trigger for value growth  
Omnichannel strategy essential to reach wider target audience  
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