



Euromonitor
International

Home Video in South Korea

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- OLED and Premium TV technologies stimulate value growth
- Samsung’s leadership in LCD TV’s is becoming challenged by rise of Chinese brands
- Mini LED and QD-OLED expand the premium segment

PROSPECTS AND OPPORTUNITIES

- Premium TV technologies to support a softer decline
- Smart TV and AI Integration become universal
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