

Home Video in Hong Kong, China

October 2025

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Home Video in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Moderate growth for home video in 2025 despite local economic challenges

Appliances and electronics specialists remains the leading distribution channel

New technology in TVs helps manufacturers vie for market share

PROSPECTS AND OPPORTUNITIES

Al/remote control tech will drive category innovation in the future

Sustainable and smaller TVs will be in the spotlight, while 8K TVs will see declining demand

Consolidation in competitive and distribution landscapes set to continue

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