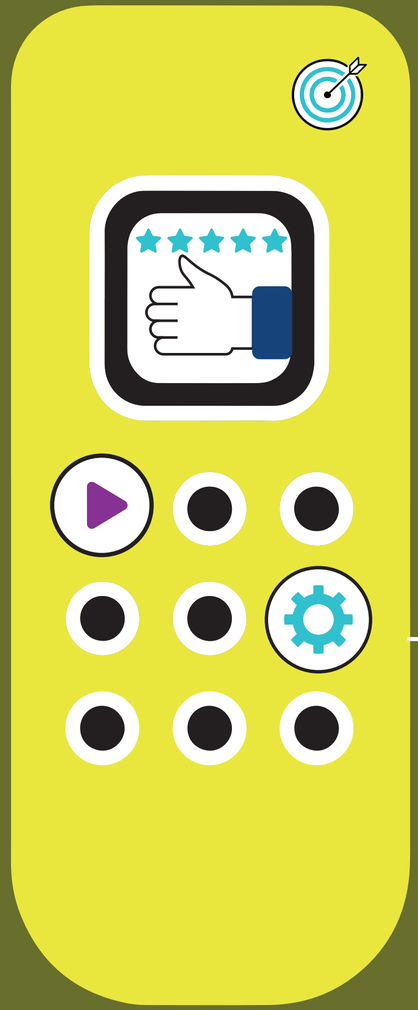
Too Good to Replace:
Home Entertainment in Transition

GFU Home & Consumer Tech

–2.10%

Forecast revenue development
(from end of 2025 to end of 2027)



Saturation and longevity
No incentive for early replacement

Essentials first.
From add-on purchases to essential needs

Changing media use
Streaming & gaming on other devices

High technical standard
No breakthrough technical innovation

Source: GFU Insights & Trends Forecast · September 2026