Worldwide Blu-Ray and DVD Player/Recorder Market - 2010 Edition

Description: Worldwide DVD and Blu-ray player and recorder unit shipments declined to 137 million units in 2008. In-Stat expects a modest increase in 2009, with a more healthy increase in 2010, spurred by high volume shipments of Blu-ray players. Standard Definition DVD players will decline at a slow but steady rate as consumers opt for Blu-ray for replacement or upgrades in the primary television room. DVD players will continue to ship in areas where HD programming is less accessible including Latin America, the Middle East, Africa, and parts of Asia, and for secondary television sets within a household.

In North America, significant price drops of Blu-ray players are driving unit shipments to triple in 2009. With Blu-ray players as low as $99, the price differential between Blu-ray and DVD is shrinking. Blu-ray recorders with hard drives are taking off in Japan, cannibalizing the DVD recorder market, where DVD recorders with hard drives have been popular.

This report contains annual five-year shipment and revenue forecasts for both standard-definition and Blu-ray DVD players and recorders broken down by region. It also contains a complete five-year ASP forecast for Blu-ray DVD player bill-of-materials. DVD silicon suppliers are also profiled.

This research is part of the Multimedia Entertainment Equipment service. Multimedia-enabled consumer electronics devices are at the center of today's digital entertainment experience. In-Stat's Multimedia Entertainment Equipment (MMEE) research service identifies, examines, and forecasts several of these rapidly evolving consumer electronics devices on a worldwide scale. The MMEE service also uses primary research to better understand consumer perspectives on these products, to include purchasing intentions and product usage trends. The MMEE service examines key product manufacturers, discusses competitive business models, and provides the market shares of leading product manufacturers. A detailed examination of product technologies and features is also provided in most reports, including a Bill of Materials forecast with an emphasis on semiconductor content.

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