Global HD TV Market 2015-2019

Description: Market outlook of the HD TV market

An HD TV is an example of a next-generation television display technology that is characterized by high resolution and better image quality. This market is estimated to exhibit stagnant growth during the forecast period and is driven by the increase in shipments of LCD/LED TVs. The recent change in the manufacturers preference towards the production of high technology-enabled LCD and LED TVs is expected to result in this markets slow but modest CAGR of nearly 2% by 2019.

By geography, The market research analysts estimate the APAC region to account for more than 44% of the total market share by 2019. In APAC, China and India are considered to be the leading countries as they are the major manufacturing hubs for ultra HD TVs. The high demand for ultra HD TVs that are manufactured locally is a significant factor that promotes market growth in this region during the forecast period.

Display-based segmentation and analysis of - OLED TV, LCD/LED TV, & others

In this market research report, analysts estimate the LCD/LED TV segment to account for the largest market share during the forecast period. The recent change in the consumers preference from plasma TVs to LCD/LED TVs is a major factor that spurs growth in this segment and results in its profound market share of more than 95% by 2019.

The market research report offers an analysis of each of the following segments and discusses its effect on the overall market growth -

- OLED TV
- LCD/LED TV
- Others

Segmentation by technology and analysis of - ultra HD TV & normal HD TV

The normal HD TV segment is envisaged to be the largest market segment during the forecast period. The prospects for growth in this segment is influenced by factors like the growing preference for a clear and detailed picture quality, which results in its impressive market share of nearly 64% by 2019.

This global market research offers an analysis of each of the following segments and discusses its effect on the overall market growth -

- Ultra HD TV
- Normal HD TV

Competitive landscape and key vendors - LG, Panasonic

This market is extremely competitive and is characterized by the presence of numerous global and regional vendors. In this market, the vendors compete on the basis of performance, innovation, product features, quality, low cost, selling price, distribution, and financial stability to gain a competitive edge over their rivals. Additionally, the extension of product lineups by vendors is also expected to intensify the level of competition in this market.

Key vendors in this market are -

- LG
- Panasonic
- Samsung
- Sony
- TCL
- Toshiba

Other prominent vendors analyzed in this market research are Funai Electric, Haier Electronics, Konka Group, Onida Electronics, Koninklijke Philips, Mitashi, Sansui Electric, Seiki Digital, Sharp, Sichuan Changhong Electric, Skyworth Digital, Videocon, Vizio, and Westinghouse Digital.
Key questions answered in the report include

What will the market size and the growth rate be in 2019
What are the key factors driving the HD TV market
What are the Key market trends impacting the growth of the global HD TV market
What are the challenges to market growth
Who are the key vendors in the HD TV market
What are the market opportunities and threats faced by the vendors in the HD TV market
What are the key outcomes of the five forces analysis of the HD TV market

Related reports

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UHD TV Market in North America 2015-2019

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