India Television Market By Type (LED, OLED, LCD, Plasma), By Resolution (High Definition (HD, Full High Definition (FHD) and Ultra-High Definition (UHD)), Forecast & Opportunities, 2021

Description: From luxury to necessity, television has now become an integral part of the daily life. Over the period of time, the country's television market has seen numerous technological advancements - starting from cathode ray tube displays to flat panel displays. Growing middle class population, increasing disposable income and rising number of nuclear family are expected to aid the market of television in India during 2016 - 2021. Moreover, with increasing focus of companies on innovations, excellent distribution channels and easy availability at every nook and cranny parts of the country, India television market is anticipated to grow at a robust pace over the span of next five years.

Unlike growing demand for small versions of consumer electronics products, the television industry in the country has been registering a reverse trend. In India, consumers are opting for big screen televisions for better viewing experience. In order to cash in on the growing demand for big screen televisions, manufacturers in the country are introducing them with features such as Smart, Curved and 3D at affordable prices, thereby expected to positively influencing the India television market during forecast period.

According to “India Television Market By Type, By Feature, By Resolution, By Size, By Leading City, By Point of Sale, Competition Forecast & Opportunities, 2011-2021”, the television market in India is anticipated to cross US$ 9 Billion by the end of 2021. LED TV segment dominated the country's television market in 2015, and the segment is anticipated to maintain its dominance over the next five years as well.

LED televisions are energy efficient due to the implementation of various dimming technologies which save power, or technology that turns off LED television, when not in use. Moreover, LED television provides better High Definition (HD) picture quality and refresh rate, in comparison to CRT and Plasma televisions. In 2015, south region was the largest demand generating region of televisions, followed by west region. Few of the leading players operating in India television market include Panasonic, Videocon, Sony, LG, and Samsung, among others.

“India Television Market By Type, By Feature, By Resolution, By Size, By Leading City, By Point of Sale, Competition Forecast & Opportunities, 2011-2021” discusses the following aspects of India television market:

- India Television Market Size, Share & Forecast
- Segmental Analysis - By Type (LED, LCD, Plasma & OLED), By Feature (Curved, 3D, Smart & Others), By Resolution (Ultra HD, Full HD & HD), By Size (Below 21”, 22”-30”, 31”-40”, 41”-50”, 51”-60” & 60” & Above), By End Use (Residential, Commercial, Institutional & Industrial), By Region, By Leading City, By Point of Sale (Multi Brand Retail Outlets (MBOs), Exclusive Brand Outlets (EBOs), Online Sales Channel & Supermarkets/Hypermarkets)
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of India television market
- To identify the on-going trends and anticipated growth in the next five years
- To help industry consultants, distributors and dealers to align their market-centric strategies
- To obtain research based business decisions and add weight to presentations and marketing material
- To gain competitive knowledge of leading market players
- To avail of 10% customization in the report without any extra charges and get research data or trends added in the report as per the buyer’s specific needs

Report Methodology
The information contained in this report is based upon both primary and secondary research. Primary research included interaction with television manufacturers, distributors and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

Contents:
1. Product Overview
2. Research Methodology
3. Analyst View
4. Global Television Market Overview
5. India Television Market Outlook
5.1. Market Size & Forecast
5.1.1. By Value
5.2. Market Share & Forecast
5.2.1. By Type (LED, LCD, Plasma & OLED)
5.2.2. By Feature (Curved TV, 3D TV, Smart TV & Others)
5.2.3. By Resolution (Ultra HD, Full HD & HD)
5.2.4. By Size (Below 21", 22"-30", 31"-40", 41"-50", 51"-60" & 60" & Above)
5.2.5. By End Use (Residential, Commercial, Institutional & Industrial)
5.2.6. By Region
5.2.7. By Leading City
5.2.8. By Point of Sale (Multi Brand Retail Outlets (MBOs), Exclusive Brand Outlets (EBOs), Online Sales Channel & Supermarkets/Hypermarkets)
5.2.9. By Company
5.3. Market Attractiveness Index
6. India LED Television Outlook
6.1. Market Size & Forecast
6.1.1. By Value
6.2. Market Share & Forecast
6.2.1. By Feature (Curved TV, 3D TV, Smart TV & Others)
6.2.2. By Resolution (Ultra HD, Full HD & HD)
6.2.3. By Size (Below 21", 22"-30", 31"-40", 41"-50", 51"-60" & 60" & Above)
6.3. Pricing Analysis
7. India LCD Television Market Outlook
7.1. Market Size & Forecast
7.1.1. By Value
7.2. Market Share & Forecast
7.2.1. By Resolution (Full HD & HD)
7.2.2. By Size (Below 21", 22"-30", 31"-40" & 41"-50")
7.3. Pricing Analysis
8. India Plasma Television Market Outlook
8.1. Market Size & Forecast
8.1.1. By Value
8.2. Market Share & Forecast
8.2.1. By Feature (Smart TV, 3D TV & Others)
8.2.2. By Resolution (Full HD & HD)
8.2.3. By Size (41"-50", 51"-60" & 60" & Above)
8.3. Pricing Analysis
9. India OLED Television Market Outlook
9.1. Market Size & Forecast
9.1.1. By Value
9.2. Market Share & Forecast
9.2.1. By Feature (Smart TV, 3D TV & Curved TV)
9.2.2. By Size
9.3. Pricing Analysis
10. Supply Chain Analysis
11. Import & Export Analysis
12. Market Dynamics
12.1. Drivers
12.2. Challenges
13. Market Trends & Developments
13.1. Growing Adoption of Big Screen Televisions
13.2. Smart Televisions
13.3. Energy Efficient Televisions
13.4. Increasing Digitization
13.5. Ultra-Size Projector Televisions
14. Policy & Regulatory Landscape
15. India Economic Profile
16. Competitive Landscape
16.1. Competition Matrix
16.2. Company Profiles
16.2.1. Samsung Electronic Pvt. Ltd.
16.2.2. LG Electronics India Pvt. Ltd.
16.2.3. Sony India Pvt. Ltd.
16.2.4. Videocon Industries Ltd.
16.2.5. Philips India Ltd.
16.2.6. Micromax Informatics LTD.
16.2.7. Panasonic India Pvt. Ltd.
16.2.8. Intex Technologies Ltd.
16.2.9. Hitachi India Pvt. Ltd.
16.2.10. Sharp India Ltd
17. Strategic Recommendations

List of Figures

Figure 1: India Television Market Size, By Value (USD Billion), By Volume (Million Units), 2011-2021F
Figure 2: Population of India, 2011-2015 (Million)
Figure 3: India Television Market Share, By Type, By Value, 2011-2021F
Figure 4: India Television Market Share, By Feature, By Value, 2011-2021F
Figure 5: India Television Market Share, By Resolution, By Value, 2011-2021F
Figure 6: India Television Market Share, By Size, By Value, 2011-2021F
Figure 7: India Television Market Share, By End Use, By Value, 2011-2021F
Figure 8: India Television Market Share, By Region, By Value, 2011-2021F
Figure 9: India Television Market Share, By Leading City, By Value, 2011-2021F
Figure 10: India Television Market Share, By Point of Sale, By Value, 2011-2021F
Figure 11: India Television Market Share, By Company, By Value, 2011-2021F
Figure 12: India Television Market Attractiveness Index, By Type, By Value, 2015-2021F
Figure 13: India Television Market Attractiveness Index, By Region, 2015-2021F
Figure 14: India LED Television Market Size, By Value (USD Billion), By Volume (Million Units), 2011-2021F
Figure 15: India LED Television Market Share, By Feature, By Value, 2011-2021F
Figure 16: India LED Television Market Share, By Resolution, By Value, 2011-2021F
Figure 17: India LED Television Market Share, By Size, By Value, 2011-2021F
Figure 18: India LCD Television Market Size, By Value (USD Billion), By Volume (Million Units), 2011-2021F
Figure 19: India LCD Television Market Share, By Resolution, By Value, 2011-2021F
Figure 20: India LCD Television Market Share, By Size, By Value, 2011-2021F
Figure 21: India Plasma Television Market Size, By Value (USD Billion), By Volume (Million Units), 2011-2021F
Figure 22: India Plasma Television Market Share, By Feature, By Value, 2011-2021F
Figure 23: India Plasma Television Market Share, By Resolution, By Value, 2011-2021F
Figure 24: India Plasma Television Market Share, By Size, By Value, 2011-2021F
Figure 25: India OLED Television Market Size, By Value (USD Billion), By Volume (Million Units), 2011-2021F
Figure 26: India OLED Television Market Share, By Feature, By Value, 2013-2021F
Figure 27: India OLED Television Market Share, By Size, By Value, 2013-2021F
Figure 28: India Color Television Set of Screen up to 36 cm Imports & Exports, By Value, 2011-2015 (USD Million)
Figure 29: India Color Television Set of Screen up to 36 & 54 cm Imports & Exports, By Value, 2011-2015 (USD Million)
Figure 30: India Color Television Set of Screen up to 54 & 68 cm Imports & Exports, By Value, 2011-2015 (USD Million)
Figure 31: India Color Television Set of Screen up to 64 & 78 cm Imports & Exports, By Value, 2011-2015 (USD Million)
Figure 32: India Color Television Set of Screen up to 74 & 87 cm Imports & Exports, By Value, 2011-2016 (USD Million)
Figure 33: India Color Television Set of Screen up to 87 & 105 cm Imports & Exports, By Value, 2011-2016 (USD Million)
Figure 34: India Color Television Set of Screen above 105 cm Imports & Exports, By Value, 2011-2016 (USD Million)
Million)
Figure 35: India GDP per Capita, 2011-2015 (USD)
Figure 36: India Urban Vs. Rural Area Share (%)
Figure 37: Change in India's Urban Population, 2001, 2011, 2014 & 2030F (%)
Figure 38: India Mobile Internet and Internet Users, 2013-2017F (Million)
Figure 39: India Analogue, Digital and DTH Users, 2013 - 2018F (Million)
Figure 40: Number of High Net Worth Individuals in India, 2008 - 2015 (Thousand)

List of Table

Table 1: LED Resolutions, By Pixels Size, By Feature
Table 2: OLED Resolutions, By Pixels Size, By Feature
Table 3: Different Specifications of LED Television
Table 4: LG LED Television Average Selling Prices in India, By Model, 2016 (USD per Unit)
Table 5: LG LED Televisions Average Selling Prices in India, By Model, 2016 (USD per Unit)
Table 6: LG LED Televisions Average Selling Prices in India, By Model, 2016 (USD per Unit)
Table 7: LG LED Televisions Average Selling Prices in India, By Model, 2016 (USD per Unit)
Table 8: LG LED Televisions Average Selling Prices in India, By Model, 2016 (USD per Unit)
Table 9: Different Specifications of LCD Television
Table 10: India Below 21” LCD Televisions Average Selling Prices, By Company, 2016 (USD per Unit)
Table 11: India 22”-30” LCD Televisions Average Selling Prices, By Company, 2016 (USD per Unit)
Table 12: India 31”-40” LCD Televisions Average Selling Prices, By Company, 2016 (USD per Unit)
Table 13: Different Specifications of Plasma Television
Table 14: LG Plasma TV Average Selling Prices in India, By Model, 2016 (USD per Unit)
Table 15: Samsung Plasma TV Average Selling Prices in India, By Model, 2016 (USD per Unit)
Table 16: Panasonic Plasma TV Average Selling Prices in India, By Model, 2016 (USD per Unit)
Table 17: Pioneer Plasma TV Average Selling Prices in India, By Model, 2016 (USD per Unit)
Table 18: Different Specifications of OLED Television
Table 19: LG OLED Televisions Average Selling Prices, By Model, 2016 (USD per Unit)
Table 20: Samsung OLED Televisions Average Selling Prices, By Model, 2016 (USD per Unit)
Table 21: India Normal & Premium Segment Televisions Average Selling Price, 2015 (USD per Unit)

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3960683/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: India Television Market By Type (LED, OLED, LCD, Plasma), By Resolution (High Definition (HD, Full High Definition (FHD) and Ultra-High Definition (UHD)), Forecast & Opportunities, 2021
Web Address: http://www.researchandmarkets.com/reports/3960683/
Office Code: SC

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) -</td>
<td>USD 2500</td>
</tr>
<tr>
<td>Single User:</td>
<td></td>
</tr>
<tr>
<td>CD-ROM - Enterprisewide:</td>
<td>USD 3000 + USD 56 Shipping/Handling</td>
</tr>
<tr>
<td>Hard Copy - Enterprisewide:</td>
<td>USD 3500 + USD 56 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 5000</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.
* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]
First Name: ___________________________________________ Last Name: _______________________________________
Email Address: * ____________________________
Job Title: ___________________________________________
Organisation: _______________________________________
Address: ___________________________________________
City: _______________________________________________
Postal / Zip Code: ___________________________________
Country: ___________________________________________
Phone Number: _______________________________________
Fax Number: ________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World