Consumer Electronics & ProAV

World-class coverage of Consumer Electronics and Display applications, with data, analysis and insights into the technologies driving innovation across TVs, home appliances, smartphones, mobile PCs, smart home, desktop monitors, digital signage and LED video displays.
Research Offerings

Do you need to...

• Identify features for your product roadmap?
• Understand the competitive landscape?
• Reduce cost and improve profits?
• Know supplier strategies and plans?
• Identify opportunities for growth?

Why Omdia? We cover...

• All buyers and suppliers in the Consumer Electronics sector
• Technology roadmaps and manufacturing processes for essential components
• Each node in the technology supply chain
• 20 years of research history, the most reliable data and insights available

Home Devices

• **Coverage**: TV Sets, Consumer Electronics, Smart Home, Home appliance

• **Market Dynamics**: TVs continue to be the core of home entertainment, especially smart TVs, where platform changes drive TV replacements. Smart Home remains a dynamic space with a blend of device and service innovation embraced by a wide range of companies and product categories

• **Key Theme/Disruptions**: Bigger and better TVs at a stable annual demand level, smart TV OS platforms are the battleground as advertising and data offer serious revenue opportunities; Smart home battle to control the ecosystem and develop recurring revenues within those platforms.
Research Offerings

Mobile Devices

• **Coverage**: Smartphone, Mobile PC (Notebook PC and Tablet)

• **Market Dynamics**: Mobility and productivity centered around deployment of 5G for smartphone and PC. Mobile PC demand remains robust while smartphone demand starts to slow as premium devices elevate in price. Tablets decline as overlap broadens with smartphone. Growth of Chinese companies trying to rival global heavyweights like Apple and Samsung

• **Key Theme/Disruptions**: 5G, screen size growth in smartphone, widening price-performance gap in smartphones, emerging PC category growth (creator, gaming) focus of device makers looking to grow ASPs and profits. AI is becoming the hot innovation area with new features and assistance forms.

Pro AV

• **Coverage**: Digital signage, LED Video, Desktop Monitors

• **Market Dynamics**: Rapid growth in LED video signage applications, replacing legacy flat panel LCD in many markets. Hospitality market showing signs of weakness as display/device makers look for new market opportunities, especially for larger sizes and advanced technologies, like 8K

• **Key Theme/Disruptions**: LED video is still an emerging category with more companies competing, especially in China; Display industry investment is driving cost down for very large sizes, but it is difficult to quickly exploit opportunities in many established market segments due to long buying cycles
Research Offerings

Intelligence Services
Our most comprehensive offering with real-time access to continually updated market data and forecasts, analyst insights, topical research reports, analyst presentations and direct access to analysts.

Spotlight Services
In addition to the Intelligence Services, Spotlight services offers deeper research into specific regions, countries, comprehensive analysis on emerging technology, features and key trends.

Market Trackers
Regular periodic analysis and forecasts designed to provide timely visibility into relevant market and technology trends.

Reports
Topical reports addressing key focus areas with in-depth analysis of market and technology trends.

Custom & Consulting
Meaningful analysis and action-oriented recommendations for custom cases and consulting, building on extensive data and recognized industry experience.
TVs

The industry's leading reference for TV shipments — used by all global brands. Written by industry insiders for industry insiders. Detailed data, country analysis and expert insights to guide critical planning in global TV.
TV Sets Intelligence Service

How it helps you
• Gain an end-to-end picture of the TV Sets Market
• Forecast developments in downstream demand for production planning
• Identify key strategic opportunities and trends in TV technology, including country-level differences
• Evaluate and optimize product mix, screen sizes and inventory

Deliverables
• Market Trackers
  • TV Sets (LED & Frame Rate)
  • TV Cost & Price Forecast Model
• Databases
  • TV Sets Price & Specifications Database
  • TV Sets Domestic Consumption
    • Country Level Database
• Analyst insights & presentations
• Analyst access

Key questions answered
• What are the regional shipments of TV sets and how do features and sizes differ between them?
• Which brands dominate in which regions; how are their shares developing?
• What is happening to revenues and prices for brands and regions?
• What is the installed base by country, how is it evolving?
• What are the hot features, how are they developing?
• What is happening on UHD, which brands and where?

Learn more
TV Sets Spotlight Service

How it helps you

• Our spotlight service builds on the TV Sets Intelligence Service and explores the TV sets market further, with extensive data and analysis.
• Identify key strategic opportunities with demand forecasting, country analytics, and emerging technology trends.
• Unlock market intelligence on global brands and market shares, revenue, prices, product features, and more.
• Understand how revenue and profit models are evolving with Smart TV platforms.

Extended Deliverables

• Market Trackers
  • TV Sets (Emerging Technologies) Market Tracker
  • TV Sets Market Tracker, Monthly
  • TV Design & Features Tracker
  • TV Cost & Price Forecast Model
• Databases
  • TV Sets Price & Specifications Database
  • Global TV Households – by Feature
  • TV sets – Country-specific Database (US/Canada/Brazil/India/Russia/Ukraine)
• Analyst insights & presentations
• Analyst access

Learn more
Consumer Electronics Viewpoint Service

Omdia helps you identify key product trends and strategies across device segments, offering a high-level view of feature adoption within the consumer ecosystem. This service offers market sizing and forecasting for 23 devices across 7 global regions and offers unique insight into the push-and-pull between device segments.
Consumer Electronics
Viewpoint Service

How it helps you
• Market sizing and forecasting for 40 devices across 7 global regions
• Relative size of business for major CE manufacturers by device category
• Consumer electronics vendor strategies
• Growth drivers and opportunities within key CE product segments, regionally and globally
• Key players across each consumer device segments and how their market positions have shifted
• Areas of growth potential for product segments vs. connectivity technology

Deliverables
• Market Trackers: Customer Electronics Quarterly Market Trackers
  • Quarterly reports summarize the market trends and insights across each product group. A report (PDF) and database (Excel) are delivered each quarter.
• Reports
  • An average of 6 reports per year are published on topics of timely interest and are designed to offer deep examination of key areas of the consumer electronics market
• Analyst Insights
  • Client-exclusive commentary on developments throughout the year
• Analyst access
  • For prompt responses to urgent and unique questions

Learn more
Consumer Electronics Viewpoint Service

Research Coverage (Device)
- AIO PC
- AV Receiver
- Blu-ray Player
- Desktop PC
- E-Book
- Fitness/Wellness Tracker
- Game Console
- Headphones
- Monitor
- Notebook PC
- Robotic Appliances
- Set-top box
- Smart Home Temperature Management
- Smartphone
- Soundbar
- Streaming Media Device
- Tablet
- TV
- VR Hardware
- Wireless Speaker

Learn more
Smart Home

From devices, technical specs and service provider analysis to business models, platforms and market shares, this service connects all the dots for the smart home. Go-to market strategies, business models, case studies and the trends to watch through to 2025.
Smart Home

Smart Home Intelligence Service

How it helps you
- Impact of voice assistants/smart speakers in the smart home.
- Trackers for consumer video and thermostats by brand, technical specifications, technology type and MSRP.
- Remote monitoring analysis: impact of interactive security vs. home automation.
- Competitive analysis: Devices, platforms and service providers.
- Insurance provider and utility adoption.
- Multifamily property manager use cases.
- Premium version of service includes Smart Speaker Tracker.

Deliverables
- Databases
  - Smart Home Device Database
  - Smart Home Penetration Database
  - Smart Speakers Report

Deliverables (continued)
- Reports
  - Consumer & DIY Video Surveillance Report
  - Smart Home Vendor Scorecard Report
  - Smart Home Broadband Service Provider Tracker
  - Best of Breed Service Providers case studies
  - Assisted Living Forecast and Report
  - Smart Home Tech-leaders
  - Tradeshows Reports
  - Trends to Watch
  - Road to 2025

Key questions answered
- How are brands pivoting to services?
- What impact will adjacent markets have on smart home adoption: Multifamily, insurance and aging-in-place?
- Which smart speaker types are growing the fastest?
- What are the market sizes for smart home devices and what is the penetration by country?
- Which vendors are gaining ground and how?
- How are telcos and security service providers influencing smart home adoption?
Home Appliance

This service shares a strategic analysis and end-to-end coverage of the home appliance industry. From equipment sales to connected platforms, access forecasts for 45 major small home and personal care robotic appliances, across 23 countries. Identify key market data and trends and master your markets.
Key Questions Addressed
- What are the differentiators among home appliances platforms?
- Which countries are the top exporters and importers of major home appliances?
- How will new developments such as upcoming AI technologies or demographic shift influence home appliance and the associated components industry over the next 5 years?
- What is the key technology trend in 5 years?
- What are new innovations, products and technology trends in key industry shows, such as CES and IFA
- What are possible strategies related to major challenges e.g. supply chain issues or sustainability demands etc.

Research Coverage (Device)
- Washing machines
- Clothes dryers
- Dishwashers
- Refrigerators
- Freezers
- Residential AC

Key Questions Addressed
- Historic and forecast databases of major appliances across 23 countries & sub-regions.
- A deep dive into relevant component and technology segments e.g. smart/connected appliances.
- Global market share estimates by appliance type covering 23 countries & sub-regions.
- Deep production capacity, supply chain strategy as well as policy analysis via topical reports.
- Comprehensive feature analysis related to process technology, sustainability, usability, connectivity, sensors, and semiconductors.

Deliverables
- Major Home Appliance Market Tracker
- CES show report
- Home appliance strategy report
- Home Appliance feature report
- Connect Major Home Appliance report
- IFA show report
- Home appliance Price & Specifications Database
- Connected Major Home Appliance
Real-time access to a continuous flow of research across geographies, topics and application areas. Capture the breadth and depth of the smartphone market, with detailed analysis, historical data and market forecasts. In-depth research supporting the development of global mobile strategies, forecasting of component needs, and future smartphone planning.
Smartphones

Smartphone Intelligence Service

How it helps you

- Offers in-depth analysis, historical data and market forecasts for the smartphone market, enabling development of global mobile strategies, forecasting of component needs, and future smartphone planning.

Deliverables

- Market Tracker
  - Smartphone Model Market Tracker
- Databases
  - Handset Database – Country
  - Handset Specification Database
- Topical reports and market insights
- Analyst access

Key questions answered

- What is the addressable market for apps, media or smartphone-compatible hardware?
- What are historic smartphone shipments and price by model, display, chipset, CPU, GPU, RAM, OS, camera, and OEM?
- How quickly will the latest smartphone hardware innovation cascade down to the mid- and low-end segments?
- What are the average selling prices of smartphones by OEM and by key feature?

Learn more
Smartphones

Smartphone Spotlight Service

How it helps you

- The spotlight service builds upon our intelligence service offering, with extended global research, data and tools. Unlock insights into the China market, and explore the smartphone space further.

Key questions answered

- What is the addressable market for apps, media or smartphone-compatible hardware?
- What are historic smartphone shipments and price by model, display, chipset, CPU, GPU, RAM, OS, camera, and OEM?
- How quickly will the latest smartphone hardware innovation cascade down to the mid- and low-end segments?
- What are the average selling prices of smartphones by OEM and by key feature?
- Active smartphone installed base by model, or by feature, and by country.
- 360-degree market competition analysis in China

Extended Deliverables

- Market Tracker
  - Smartphone Model Market Tracker
  - Mobile Phones Electronics Market Tracker – China
- Databases
  - Smartphone Model Market Tracker
  - Handset Database – Country
  - Mobile Phones Electronics Market Tracker - China
  - Handset Specification Database
  - Smartphone Active Installed Base Databases
  - Smartphone Feature Forecast Database
- Topical reports and market insights
- Analyst access

Learn more
Mobile PCs

Uncover a realistic assessment of market opportunities, potential risks, and accurate growth projections. This service helps you navigate the dynamic and evolving mobile PC landscape. Omdia’s in-depth research covers 8 regions, over 19 brands, and explores the impact of flexible display, AI, 5G, AR, and more.
Mobile PCs

Mobile PC Intelligence Service

How it helps you
- Fastest growing categories, premium opportunities, and feature
- Analysis of high-growth and high-risk markets.
- Interplay of tablet and notebook PC markets.
- Segmented & detailed global shipment information.
- Balancing of WiFi + Cellular and WiFi only on Mobile PC.

Key questions answered
- What are the faster growing screen sizes & resolution of mobile PCs (notebook PC and tablet) by regions?
- What price segments of mobile PCs by size and resolution are expected to see the most growth?
- What are the PC brands’ business models and product strategies for mobile PCs?
- Why is it worth paying attention to the market for gaming notebook PCs?
- Why are always-connected PCs important in 5G era?
- How will Artificial Intelligence change the user behavior of mobile PCs?
- What business model & application implications will Augmented Reality have on mobile PCs?
- Is flexible display important for mobile PC development?

Deliverables
- Market Trackers
  - Mobile PC Tracker
  - Emerging PC Market Tracker
- Databases
  - Tablet Spec Database
  - Country-level database
  - Mobile PC spec & price database
- Topical reports, market insights, presentations
- Analyst access

Learn more
Desktop Monitors

A single, comprehensive resource that provides indispensable coverage of desktop monitor markets. Backed by a global team of analysts, this service offers the most detailed, reliable coverage in the industry by brand, display technology, size, resolution and market vertical for both standalone monitors as well as all-in-one (AIO) PCs.
Desktop Monitor Market Tracker

How it helps you

- Understand the growth of the market through quarterly tracking and forecasting by size, resolution and region.
- Recognize opportunities and risks in specific regions.
- Benchmark market share and product mix by region, size and technology.
- Formulate product and pricing strategies.

Technologies covered

- Display (size, resolution, aspect ratio, area, PPI)
- Emerging Technologies: Curved, High frame rate (Gaming), Slim Border Bezel, Touch, Portable, conference
- Video interface type: HDMI, DisplayPort, VGA, DVI, USB Video
- Wide Viewing Angle: TN/VA/IPS
- Multi-Function-Monitor (incl. over-the-air tuner)

Data covered

- Time period: quarterly history results for the prior 2 years, and 4 years of forecast coverage
- Shipments, revenues, and ASPs for Desktop Monitors segmented by:
  - Display technology and application (monitor, all-in-one PC)
  - Worldwide or by regions (North America, Eastern Europe, Western Europe, MEA, China, Japan, Asia Pacific and Latin America)
- More than 25 different brands, and over 90 screen size and resolution combinations
- Q/Q or Y/Y Growth rate by each segment
- Shipment by Pixel per Inch, by Average screen size, by Glass Area
- Historical shipments by end market, commercial versus consumer (by region and brand), bundle type—stand-alone vs. bundled (by region), application (consumer vs. commercial)
Desktop Monitors

Desktop Monitor Intelligence Service

How it helps you

- Understand the growth of the market through quarterly tracking and forecasting by size, resolution and region.
- Address the new trend of emerging technologies in desktop monitor? Conference monitor and Smart monitor are emerging rapidly as a new trend.
- Recognize opportunities and risks in specific regions.
- Benchmark market share and product mix by region, size and technology.
- Understand desktop monitor cost breakdown, analyze the market average selling price, panel price, parts unit price, and margin rate of brand and retailer.

Technologies covered

- Display (size, resolution, aspect ratio, area, PPI)
- Emerging Technologies: Curved, High frame rate (Gaming), Slim Border Bezel, Touch, Portable, conference
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  - Q/Q or Y/Y Growth rate by each segment
- Shipment by Pixel per Inch, by Average screen size, by Glass Area
- Emerging Tech (gaming, conference, portable and smart monitor) separate database each history and forecast database (gaming and conference) with ASP
- Desktop monitor cost model database + analysis report

Learn more
Digital Signage

Comprehensive data and analysis, providing market insights on multiple aspects of flat panel displays technology and industry trends. In-depth view of worldwide digital signage displays to help identify the key growth applications and technologies in the market.
Digital Signage & Professional Displays Intelligence Service

How it helps you

• Provide an in-depth view of worldwide digital signage displays for better decision making and business planning.
• Provide detailed analysis of market drivers and reasons behind quarterly data variation, technology trends, competitive analysis, new products and industry announcements.

Key Questions Answered

• What are the size, share, and forecasts for the public display and signage TV market, and furthermore specific signage and information display, interactive flat panel displays, and videowall markets?
• Who are the key players in the digital signage ecosystem, and what are their positions in the industry?
• What are the key growth applications and technologies in the digital signage market?
• Which features and technology trends are fastest growing by region for flat panel display technology?

Deliverables

• Market tracker
  • Public Display Market Tracker
• Database
  • Flat Panel Displays Specifications Database
• Analysis
  • Public Display Market Analysis
• Analyst insights, presentations, and analyst access

Learn more
Digital Signage & Professional Displays
Spotlight Service

How it helps you
- The spotlight service builds upon the intelligence service coverage with extended research and data, helping you explore and understand the markets further to stay ahead.
- Access country level data, insights into the China market, and deeper analysis of flat panel displays.

Extended Research Deliverables
- **Market trackers**
  - Public Display Market Tracker – Country Level
  - Flat Panel Displays Vertical Market Tracker - China
- **Database**
  - Flat Panel Displays Specifications Database
- **Analysis**
  - Public Display Market Analysis
  - Flat Panel Displays Vertical Market Analysis
  - Analyst insights, presentations, and analyst access

Learn more
LED Video Displays

A comprehensive set of data and market insights on multiple aspects of LED video displays technology and industry trends. This service provides an in-depth view of the worldwide LED video displays industry for better decision making and business planning.
LED Video Displays

LED Video Displays Intelligence Service

How it helps you

• Size the markets for LED video displays.
• Identify new models, including mini/micro LED.
• Understand the latest strategies for key players.
• Leverage surveys and forecasts to better understand this segment and players of both typical LED video and flat panel display makers.
• Analyze adoption rates for fine pixel pitch.

Key Questions Answered

• What are the size, share, and forecasts for the LED video display market by revenue and units?
• Who are the key players in the LED video display supply chain?
• What are the key growth applications and installation type in LED video market?
• Which category of pixel pitch are fastest growing by region?
• What is the mini/micro LED technology trend?

Deliverables

• Market trackers
  • Market Tracker – Premium
  • Market Analysis
• Database
  • Specifications Database
  • Country-Level Database - Europe
• Reports
  • Company Profiles Report
• Analyst insights, presentations, and analyst access

Learn more
ProAV Vertical Solutions
Spotlight Service

The service provides professional display focused in-depth research across 8 key verticals. Each dedicated report provides a deeper view of trends, competitive dynamics, routes-to-market and accompanying technology innovation specific to applications.
ProAV Vertical Solutions Spotlight Service

Part of the Consumer Electronics & Display Applications Service Area Package

Key Questions Answered
• What long term technology trends should I be aware of?
• Who are the key distributors?
• Which vendors have a strong presence in the vertical?
• What is the TAM for this vertical?
• What partnerships exist and which companies offer partnership potential?
• Which government policies are impacting demand?
• How will software developments and AI impact the market?

How it helps you
• Size the vertical markets applications
• Identify variety in end-market solutions and growth/decline of each vertical market.
• Address the success factor to win in the specific vertical market.
• Understand market share of display vendors, software providers and distributors in specific vertical market
• Determine most efficient cost structure between technologies in specific vertical, what is the core solution

Deliverables
• Market trackers
  • ProAV Vertical Market Tracker
• Analysis
  • ProAV Vertical Market Analysis by application
• Analyst insights, presentations, events, and analyst access

Frequency: Quarterly per 2 year iteration

First Year
• Q1 : Virtual Production
• Q2 : Corporate and Conference Room
• Q3 : Education
• Q4 : Control Room

Second Year
• Q5 : Retail
• Q6 : Outdoor and Sports Venues
• Q7 : Transportation
• Q8 : Hospitality /Healthcare

Learn more
The Consumer Electronics & Pro AV Research Team

21 analysts in the APAC, Americas, and EMEA markets, providing world-class coverage of the consumer electronics industry. Omdia’s analysts come from industry, have extensive experience from supply chain to market verticals, and cover all important aspects of the industry, incorporating context and market implications.
# The CE& Pro AV Research Team

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<tr>
<th>Name</th>
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Meet the Analysts

Contact Us

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ProAV Vertical Solutions

TVs

Consumer Electronics

Viewpoint Service

Smart Home

Mobile PCs
Custom & Consulting

We provide an unmatched combination of information, insight and expertise, transforming knowledge into data and customizing a solution to meet your greatest strategic and operational challenges.

- Reduce risk
- Streamline business planning
- Accelerate informed decisions
- Lower operating expenses
Custom & Consulting

Where to play

• Identify and prioritize growth segments, technologies and trends
• Assess the impact of emerging technologies in key industries

How to build

• Optimize suppliers and partners, costs and prices, and technology trends & impacts

How to win

• Amplify your message to key audiences
• Target and engage new customers

What to deliver

• Apply innovation to evolve your business and delivery models
• Optimize your services to address customer requirements
About Omdia

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies. Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today’s constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.

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