

TV Sets Market Tracker

Quarterly tracker providing in-depth analysis of the TV sets market. Access a worldwide database and 2 reports that cover historical shipment analysis and detailed forecasts for the global TV sets market.

Key Questions Answered

- What are the regional shipments of TV sets; how do features and sizes vary across markets?
- Which brands lead in different regions, and how are their shares evolving?
- What is the forecast for revenues and prices by region and brand?
- How is the installed base by country changing and what trends are emerging?
- What are the most in-demand features and how are UHD and 8K technologies influencing the market?

What We Offer

- Gain a complete view of TV shipments, revenues, and pricing trends across regions, sizes and technologies
- Access historical data and forecasts to refine production planning and optimize product mix
- Evaluate opportunities and mitigate risks with our expert analysis on advanced features and pricing strategies
- Direct access to analysts with over 100 years of combined industry experience



The industry's reference for TV shipments - used by all Global brands. Written by industry insiders for industry insiders.



Ken Park

*Senior Research Manager,
Consumer Devices*

SPEAK WITH OUR EXPERTS

Comprehensive insights for TV set innovation

Key Deliverables



Quarterly Market Tracker

Regular updates covering TV shipments, pricing and revenues segmented by size, resolution and technology.



Global Databases

Detailed historical and forecast data to track performance and trends across key regions and brands.



Interactive Presentations

Quarterly briefings with analysts delivering actionable insights into results, forecasts and key industry trends.



Analyst Insights & Access:

Ongoing commentary on market shifts and regional developments, with direct access to analysts for tailored support.

Scope of Work

TV Sets Market Tracker, Quarterly

A comprehensive worldwide pivot database and two reports: a worldwide historical shipment analysis report focusing on recent results and implications, as well as a forecast report detailing the updated global TV market outlook, all delivered on a quarterly basis.

DETAILS

Frequency: Quarterly

Regions

- Japan
- North America
- Western Europe
- Eastern Europe
- China
- Asia & Oceania
- Latin America & the Caribbean
- Middle East & Africa

COVERAGE

TV Shipments by:

- Brand
- Display Technology
- Screen Size
- Resolution format
- Refresh rate
- Units
- Average price (regionally based)
- Revenues
- Price Range

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