

# **4K TV Market Research Report by Technology (LCD/IPS, LED, OLED, and Quantum Dot), by Screen Size (55 inches, 55-65 inches, and Above 65 inches), by Screen Type, by Distribution Channel, by End User - Global Forecast to 2025 - Cumulative Impact of COVID-19**

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## **Abstracts**

### Market Statistics:

The report provides market sizing and forecast across five major currencies - USD, EUR GBP, JPY, and AUD. This helps organization leaders make better decisions when currency exchange data is readily available.

1. The Global 4K TV Market is expected to grow from USD 150,532.74 Million in 2020 to USD 277,404.62 Million by the end of 2025.
2. The Global 4K TV Market is expected to grow from EUR 131,989.97 Million in 2020 to EUR 243,233.64 Million by the end of 2025.
3. The Global 4K TV Market is expected to grow from GBP 117,339.37 Million in 2020 to GBP 216,235.23 Million by the end of 2025.
4. The Global 4K TV Market is expected to grow from JPY 16,065,658.66 Million in 2020 to JPY 29,606,102.81 Million by the end of 2025.
5. The Global 4K TV Market is expected to grow from AUD 218,593.57 Million in 2020 to AUD 402,828.40 Million by the end of 2025.

### Market Segmentation & Coverage:

This research report categorizes the 4K TV to forecast the revenues and analyze the trends in each of the following sub-markets:

Based on Technology, the 4K TV Market studied across LCD/IPS, LED, OLED, and Quantum Dot.

Based on Screen Size, the 4K TV Market studied across 55 inches, 55-65 inches, and Above 65 inches.

Based on Screen Type, the 4K TV Market studied across Curved Screen and Flat Screen.

Based on Distribution Channel, the 4K TV Market studied across Offline Store and Online Store.

Based on End User, the 4K TV Market studied across Commercial and Residential.

Based on Geography, the 4K TV Market studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas region surveyed across Argentina, Brazil, Canada, Mexico, and United States. The Asia-Pacific region surveyed across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, South Korea, and Thailand. The Europe, Middle East & Africa region surveyed across France, Germany, Italy, Netherlands, Qatar, Russia, Saudi Arabia, South Africa, Spain, United Arab Emirates, and United Kingdom.

#### Company Usability Profiles:

The report deeply explores the recent significant developments by the leading vendors and innovation profiles in the Global 4K TV Market including Glexm Manufacturing & Marketing Pvt. Ltd, Haier Inc., Hisense, Hitachi Ltd, Koninklijke Philips N.V., LG Electronics Inc., Panasonic Corporation, Samsung Electronics Co., Ltd., Sceptre Inc., SEIKI Corporation, Sony Corporation, S?ura, TCL Corporation, Toshiba Corporation, TTE Technology, Inc., Videocon Industries Limited, VIZIO Inc., and Vu Technologies Pvt. Ltd..

#### Cumulative Impact of COVID-19:

COVID-19 is an incomparable global public health emergency that has affected almost every industry, so for and, the long-term effects projected to impact the industry growth during the forecast period. Our ongoing research amplifies our research framework to ensure the inclusion of underlying COVID-19 issues and potential paths forward. The report is delivering insights on COVID-19 considering the changes in consumer behavior and demand, purchasing patterns, re-routing of the supply chain, dynamics of current market forces, and the significant interventions of governments. The updated

study provides insights, analysis, estimations, and forecast, considering the COVID-19 impact on the market.

#### 360iResearch FPNV Positioning Matrix:

The 360iResearch FPNV Positioning Matrix evaluates and categorizes the vendors in the 4K TV Market on the basis of Business Strategy (Business Growth, Industry Coverage, Financial Viability, and Channel Support) and Product Satisfaction (Value for Money, Ease of Use, Product Features, and Customer Support) that aids businesses in better decision making and understanding the competitive landscape.

#### 360iResearch Competitive Strategic Window:

The 360iResearch Competitive Strategic Window analyses the competitive landscape in terms of markets, applications, and geographies. The 360iResearch Competitive Strategic Window helps the vendor define an alignment or fit between their capabilities and opportunities for future growth prospects. During a forecast period, it defines the optimal or favorable fit for the vendors to adopt successive merger and acquisition strategies, geography expansion, research & development, and new product introduction strategies to execute further business expansion and growth.

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and new product developments

The report answers questions such as:

1. What is the market size and forecast of the Global 4K TV Market?
2. What are the inhibiting factors and impact of COVID-19 shaping the Global 4K TV Market during the forecast period?
3. Which are the products/segments/applications/areas to invest in over the forecast period in the Global 4K TV Market?
4. What is the competitive strategic window for opportunities in the Global 4K TV

Market?

5. What are the technology trends and regulatory frameworks in the Global 4K TV Market?

6. What are the modes and strategic moves considered suitable for entering the Global 4K TV Market?

## Contents

### 1. PREFACE

- 1.1. Objectives of the Study
- 1.2. Market Segmentation & Coverage
- 1.3. Years Considered for the Study
- 1.4. Currency & Pricing
- 1.5. Language
- 1.6. Limitations
- 1.7. Stakeholders

### 2. RESEARCH METHODOLOGY

- 2.1. Research Process
  - 2.1.1. Define: Research Objective
  - 2.1.2. Determine: Research Design
  - 2.1.3. Prepare: Research Instrument
  - 2.1.4. Collect: Data Source
  - 2.1.5. Analyze: Data Interpretation
  - 2.1.6. Formulate: Data Verification
  - 2.1.7. Publish: Research Report
  - 2.1.8. Repeat: Report Update
- 2.2. Research Execution
  - 2.2.1. Initiation: Research Process
  - 2.2.2. Planning: Develop Research Plan
  - 2.2.3. Execution: Conduct Research
  - 2.2.4. Verification: Finding & Analysis
  - 2.2.5. Publication: Research Report
- 2.3. Research Outcome

### 3. EXECUTIVE SUMMARY

- 3.1. Introduction
- 3.2. Market Outlook
- 3.3. Screen Size Outlook
- 3.4. Screen Type Outlook
- 3.5. Technology Outlook
- 3.6. Distribution Channel Outlook

- 3.7. End User Outlook
- 3.8. Geography Outlook
- 3.9. Competitor Outlook

## **4. MARKET OVERVIEW**

- 4.1. Introduction
- 4.2. Cumulative Impact of COVID-19

## **5. MARKET INSIGHTS**

### 5.1. Market Dynamics

#### 5.1.1. Drivers

5.1.1.1. Advancement in graphic technology in television and growing demand for high-end electronics

5.1.1.2. Growing adoption of streaming services for entertainment

5.1.1.3. Increasing use of ultra-high definition camcorders and cameras for shooting by filmmakers

5.1.1.4. Availability of high definition content players such as Blu-ray players

#### 5.1.2. Restraints

5.1.2.1. High cost of the product

#### 5.1.3. Opportunities

5.1.3.1. Popularity of the ultra-high-definition televisions and increasing purchasing power of the consumers

5.1.3.2. Increasing application in telepresence & telemedicine and military intelligence gathering & monitoring

5.1.3.3. Huge investment by industry players in technology advancements

5.1.3.4. Increasing penetration of UHD set-top boxes

#### 5.1.4. Challenges

5.1.4.1. Display quality dependent of the bandwidth of connection

### 5.2. Porters Five Forces Analysis

#### 5.2.1. Threat of New Entrants

#### 5.2.2. Threat of Substitutes

#### 5.2.3. Bargaining Power of Customers

#### 5.2.4. Bargaining Power of Suppliers

#### 5.2.5. Industry Rivalry

## **6. GLOBAL 4K TV MARKET, BY TECHNOLOGY**

- 6.1. Introduction
- 6.2. LCD/IPS
- 6.3. LED
- 6.4. OLED
- 6.5. Quantum Dot

## **7. GLOBAL 4K TV MARKET, BY SCREEN SIZE**

- 7.1. Introduction
- 7.2. 55 inches
- 7.3. 55-65 inches
- 7.4. Above 65 inches

## **8. GLOBAL 4K TV MARKET, BY SCREEN TYPE**

- 8.1. Introduction
- 8.2. Curved Screen
- 8.3. Flat Screen

## **9. GLOBAL 4K TV MARKET, BY DISTRIBUTION CHANNEL**

- 9.1. Introduction
- 9.2. Offline Store
- 9.3. Online Store

## **10. GLOBAL 4K TV MARKET, BY END USER**

- 10.1. Introduction
- 10.2. Commercial
- 10.3. Residential

## **11. AMERICAS 4K TV MARKET**

- 11.1. Introduction
- 11.2. Argentina
- 11.3. Brazil
- 11.4. Canada
- 11.5. Mexico
- 11.6. United States

## **12. ASIA-PACIFIC 4K TV MARKET**

- 12.1. Introduction
- 12.2. Australia
- 12.3. China
- 12.4. India
- 12.5. Indonesia
- 12.6. Japan
- 12.7. Malaysia
- 12.8. Philippines
- 12.9. South Korea
- 12.10. Thailand

## **13. EUROPE, MIDDLE EAST & AFRICA 4K TV MARKET**

- 13.1. Introduction
- 13.2. France
- 13.3. Germany
- 13.4. Italy
- 13.5. Netherlands
- 13.6. Qatar
- 13.7. Russia
- 13.8. Saudi Arabia
- 13.9. South Africa
- 13.10. Spain
- 13.11. United Arab Emirates
- 13.12. United Kingdom

## **14. COMPETITIVE LANDSCAPE**

- 14.1. FPNV Positioning Matrix
  - 14.1.1. Quadrants
  - 14.1.2. Business Strategy
  - 14.1.3. Product Satisfaction
- 14.2. Market Ranking Analysis
- 14.3. Market Share Analysis
- 14.4. Competitor SWOT Analysis
- 14.5. Competitive Scenario



- 14.5.1. Merger & Acquisition
- 14.5.2. Agreement, Collaboration, & Partnership
- 14.5.3. New Product Launch & Enhancement
- 14.5.4. Investment & Funding
- 14.5.5. Award, Recognition, & Expansion

## **15. COMPANY USABILITY PROFILES**

- 15.1. Glexm Manufacturing & Marketing Pvt. Ltd
- 15.2. Haier Inc.
- 15.3. Hisense
- 15.4. Hitachi Ltd
- 15.5. Koninklijke Philips N.V.
- 15.6. LG Electronics Inc.
- 15.7. Panasonic Corporation
- 15.8. Samsung Electronics Co., Ltd.
- 15.9. Sceptre Inc.
- 15.10. SEIKI Corporation
- 15.11. Sony Corporation
- 15.12. S?ura
- 15.13. TCL Corporation
- 15.14. Toshiba Corporation
- 15.15. TTE Technology, Inc.
- 15.16. Videocon Industries Limited
- 15.17. VIZIO Inc.
- 15.18. Vu Technologies Pvt. Ltd.

## **16. APPENDIX**

- 16.1. Discussion Guide
- 16.2. License & Pricing

## List Of Tables

### LIST OF TABLES

TABLE 1. CURRENCY CONVERSION RATES

TABLE 2. GLOBAL 4K TV MARKET SIZE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 3. GLOBAL 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 4. GLOBAL 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 5. GLOBAL 4K TV MARKET SIZE, BY LCD/IPS, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 6. GLOBAL 4K TV MARKET SIZE, BY LED, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 7. GLOBAL 4K TV MARKET SIZE, BY OLED, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 8. GLOBAL 4K TV MARKET SIZE, BY QUANTUM DOT, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 9. GLOBAL 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 10. GLOBAL 4K TV MARKET SIZE, BY 55 INCHES, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 11. GLOBAL 4K TV MARKET SIZE, BY 55-65 INCHES, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 12. GLOBAL 4K TV MARKET SIZE, BY ABOVE 65 INCHES, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 13. GLOBAL 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 14. GLOBAL 4K TV MARKET SIZE, BY CURVED SCREEN, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 15. GLOBAL 4K TV MARKET SIZE, BY FLAT SCREEN, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 16. GLOBAL 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 17. GLOBAL 4K TV MARKET SIZE, BY OFFLINE STORE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 18. GLOBAL 4K TV MARKET SIZE, BY ONLINE STORE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 19. GLOBAL 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 20. GLOBAL 4K TV MARKET SIZE, BY COMMERCIAL, BY GEOGRAPHY,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 21. GLOBAL 4K TV MARKET SIZE, BY RESIDENTIAL, BY GEOGRAPHY,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 22. AMERICAS 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 23. AMERICAS 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 24. AMERICAS 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 25. AMERICAS 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 26. AMERICAS 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 27. AMERICAS 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 28. ARGENTINA 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 29. ARGENTINA 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 30. ARGENTINA 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 31. ARGENTINA 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 32. ARGENTINA 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 33. BRAZIL 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 34. BRAZIL 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 35. BRAZIL 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 36. BRAZIL 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 37. BRAZIL 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 38. CANADA 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 39. CANADA 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 40. CANADA 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 41. CANADA 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 42. CANADA 4K TV MARKET SIZE, BY END USER, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 43. MEXICO 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 44. MEXICO 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 45. MEXICO 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 46. MEXICO 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 47. MEXICO 4K TV MARKET SIZE, BY END USER, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 48. UNITED STATES 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 49. UNITED STATES 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 50. UNITED STATES 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 51. UNITED STATES 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 52. UNITED STATES 4K TV MARKET SIZE, BY END USER, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 53. ASIA-PACIFIC 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 54. ASIA-PACIFIC 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 55. ASIA-PACIFIC 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 56. ASIA-PACIFIC 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 57. ASIA-PACIFIC 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

- TABLE 58. ASIA-PACIFIC 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 59. AUSTRALIA 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 60. AUSTRALIA 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 61. AUSTRALIA 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 62. AUSTRALIA 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 63. AUSTRALIA 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 64. CHINA 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 65. CHINA 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 66. CHINA 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 67. CHINA 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 68. CHINA 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 69. INDIA 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 70. INDIA 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 71. INDIA 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 72. INDIA 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 73. INDIA 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 74. INDONESIA 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 75. INDONESIA 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 76. INDONESIA 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 77. INDONESIA 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL,

2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 78. INDONESIA 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 79. JAPAN 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 80. JAPAN 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 81. JAPAN 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 82. JAPAN 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 83. JAPAN 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 84. MALAYSIA 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 85. MALAYSIA 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 86. MALAYSIA 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 87. MALAYSIA 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 88. MALAYSIA 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 89. PHILIPPINES 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 90. PHILIPPINES 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 91. PHILIPPINES 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 92. PHILIPPINES 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 93. PHILIPPINES 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 94. SOUTH KOREA 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 95. SOUTH KOREA 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 96. SOUTH KOREA 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 97. SOUTH KOREA 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 98. SOUTH KOREA 4K TV MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 99. THAILAND 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 100. THAILAND 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 101. THAILAND 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 102. THAILAND 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 103. THAILAND 4K TV MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 104. EUROPE, MIDDLE EAST & AFRICA 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 105. EUROPE, MIDDLE EAST & AFRICA 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 106. EUROPE, MIDDLE EAST & AFRICA 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 107. EUROPE, MIDDLE EAST & AFRICA 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 108. EUROPE, MIDDLE EAST & AFRICA 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 109. EUROPE, MIDDLE EAST & AFRICA 4K TV MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 110. FRANCE 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 111. FRANCE 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 112. FRANCE 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 113. FRANCE 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 114. FRANCE 4K TV MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 115. GERMANY 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 116. GERMANY 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 117. GERMANY 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 118. GERMANY 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 119. GERMANY 4K TV MARKET SIZE, BY END USER, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 120. ITALY 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 121. ITALY 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 122. ITALY 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 123. ITALY 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 124. ITALY 4K TV MARKET SIZE, BY END USER, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 125. NETHERLANDS 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 126. NETHERLANDS 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 127. NETHERLANDS 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 128. NETHERLANDS 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 129. NETHERLANDS 4K TV MARKET SIZE, BY END USER, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 130. QATAR 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 131. QATAR 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 132. QATAR 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 133. QATAR 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 134. QATAR 4K TV MARKET SIZE, BY END USER, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 135. RUSSIA 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)



TABLE 136. RUSSIA 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 137. RUSSIA 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 138. RUSSIA 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 139. RUSSIA 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 140. SAUDI ARABIA 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 141. SAUDI ARABIA 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 142. SAUDI ARABIA 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 143. SAUDI ARABIA 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 144. SAUDI ARABIA 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 145. SOUTH AFRICA 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 146. SOUTH AFRICA 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 147. SOUTH AFRICA 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 148. SOUTH AFRICA 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 149. SOUTH AFRICA 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 150. SPAIN 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 151. SPAIN 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 152. SPAIN 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 153. SPAIN 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 154. SPAIN 4K TV MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 155. UNITED ARAB EMIRATES 4K TV MARKET SIZE, BY SCREEN SIZE,

2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 156. UNITED ARAB EMIRATES 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 157. UNITED ARAB EMIRATES 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 158. UNITED ARAB EMIRATES 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 159. UNITED ARAB EMIRATES 4K TV MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 160. UNITED KINGDOM 4K TV MARKET SIZE, BY SCREEN SIZE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 161. UNITED KINGDOM 4K TV MARKET SIZE, BY SCREEN TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 162. UNITED KINGDOM 4K TV MARKET SIZE, BY TECHNOLOGY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 163. UNITED KINGDOM 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 164. UNITED KINGDOM 4K TV MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 165. GLOBAL 4K TV MARKET: SCORES

TABLE 166. GLOBAL 4K TV MARKET: BUSINESS STRATEGY

TABLE 167. GLOBAL 4K TV MARKET: PRODUCT SATISFACTION

TABLE 168. GLOBAL 4K TV MARKET: RANKING

TABLE 169. GLOBAL 4K TV MARKET: MERGER & ACQUISITION

TABLE 170. GLOBAL 4K TV MARKET: AGREEMENT, COLLABORATION, & PARTNERSHIP

TABLE 171. GLOBAL 4K TV MARKET: NEW PRODUCT LAUNCH & ENHANCEMENT

TABLE 172. GLOBAL 4K TV MARKET: INVESTMENT & FUNDING

TABLE 173. GLOBAL 4K TV MARKET: AWARD, RECOGNITION, & EXPANSION

TABLE 174. GLOBAL 4K TV MARKET: LICENSE & PRICING

## List Of Figures

### LIST OF FIGURES

- FIGURE 1. GLOBAL 4K TV MARKET: RESEARCH PROCESS
- FIGURE 2. GLOBAL 4K TV MARKET: RESEARCH EXECUTION
- FIGURE 3. GLOBAL 4K TV MARKET SIZE, 2020 VS 2025 (USD MILLION)
- FIGURE 4. GLOBAL 4K TV MARKET SIZE, BY SCREEN SIZE, 2020 (USD MILLION)
- FIGURE 5. GLOBAL 4K TV MARKET SIZE, BY SCREEN TYPE, 2020 (USD MILLION)
- FIGURE 6. GLOBAL 4K TV MARKET SIZE, BY TECHNOLOGY, 2020 (USD MILLION)
- FIGURE 7. GLOBAL 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2020 (USD MILLION)
- FIGURE 8. GLOBAL 4K TV MARKET SIZE, BY END USER, 2020 (USD MILLION)
- FIGURE 9. GLOBAL 4K TV MARKET SIZE, BY GEOGRAPHY, 2020 (USD MILLION)
- FIGURE 10. GLOBAL 4K TV MARKET SIZE, 2018-2025 (USD MILLION)
- FIGURE 11. GLOBAL 4K TV MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)
- FIGURE 12. GLOBAL 4K TV MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)
- FIGURE 13. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL 4K TV MARKET SIZE, BY GEOGRAPHY, 2025
- FIGURE 14. GLOBAL 4K TV MARKET: MARKET DYNAMICS
- FIGURE 15. GLOBAL 4K TV MARKET: PORTERS FIVE FORCES ANALYSIS
- FIGURE 16. GLOBAL 4K TV MARKET SIZE, BY TECHNOLOGY, 2020 VS 2025 (%)
- FIGURE 17. GLOBAL 4K TV MARKET SIZE, BY TECHNOLOGY, 2020 VS 2025 (USD MILLION)
- FIGURE 18. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL 4K TV MARKET SIZE, BY TECHNOLOGY, 2025
- FIGURE 19. GLOBAL 4K TV MARKET SIZE, BY LCD/IPS, 2020 VS 2025 (USD MILLION)
- FIGURE 20. GLOBAL 4K TV MARKET SIZE, BY LED, 2020 VS 2025 (USD MILLION)
- FIGURE 21. GLOBAL 4K TV MARKET SIZE, BY OLED, 2020 VS 2025 (USD MILLION)
- FIGURE 22. GLOBAL 4K TV MARKET SIZE, BY QUANTUM DOT, 2020 VS 2025 (USD MILLION)
- FIGURE 23. GLOBAL 4K TV MARKET SIZE, BY SCREEN SIZE, 2020 VS 2025 (%)
- FIGURE 24. GLOBAL 4K TV MARKET SIZE, BY SCREEN SIZE, 2020 VS 2025 (USD MILLION)
- FIGURE 25. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL 4K TV MARKET SIZE, BY SCREEN SIZE, 2025
- FIGURE 26. GLOBAL 4K TV MARKET SIZE, BY 55 INCHES, 2020 VS 2025 (USD

MILLION)

FIGURE 27. GLOBAL 4K TV MARKET SIZE, BY 55-65 INCHES, 2020 VS 2025 (USD MILLION)

FIGURE 28. GLOBAL 4K TV MARKET SIZE, BY ABOVE 65 INCHES, 2020 VS 2025 (USD MILLION)

FIGURE 29. GLOBAL 4K TV MARKET SIZE, BY SCREEN TYPE, 2020 VS 2025 (%)

FIGURE 30. GLOBAL 4K TV MARKET SIZE, BY SCREEN TYPE, 2020 VS 2025 (USD MILLION)

FIGURE 31. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL 4K TV MARKET SIZE, BY SCREEN TYPE, 2025

FIGURE 32. GLOBAL 4K TV MARKET SIZE, BY CURVED SCREEN, 2020 VS 2025 (USD MILLION)

FIGURE 33. GLOBAL 4K TV MARKET SIZE, BY FLAT SCREEN, 2020 VS 2025 (USD MILLION)

FIGURE 34. GLOBAL 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2020 VS 2025 (%)

FIGURE 35. GLOBAL 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2020 VS 2025 (USD MILLION)

FIGURE 36. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL 4K TV MARKET SIZE, BY DISTRIBUTION CHANNEL, 2025

FIGURE 37. GLOBAL 4K TV MARKET SIZE, BY OFFLINE STORE, 2020 VS 2025 (USD MILLION)

FIGURE 38. GLOBAL 4K TV MARKET SIZE, BY ONLINE STORE, 2020 VS 2025 (USD MILLION)

FIGURE 39. GLOBAL 4K TV MARKET SIZE, BY END USER, 2020 VS 2025 (%)

FIGURE 40. GLOBAL 4K TV MARKET SIZE, BY END USER, 2020 VS 2025 (USD MILLION)

FIGURE 41. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL 4K TV MARKET SIZE, BY END USER, 2025

FIGURE 42. GLOBAL 4K TV MARKET SIZE, BY COMMERCIAL, 2020 VS 2025 (USD MILLION)

FIGURE 43. GLOBAL 4K TV MARKET SIZE, BY RESIDENTIAL, 2020 VS 2025 (USD MILLION)

FIGURE 44. AMERICAS 4K TV MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 45. AMERICAS 4K TV MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 46. COMPETITIVE STRATEGIC WINDOW FOR AMERICAS 4K TV MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 47. ARGENTINA 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD

MILLION)

FIGURE 48. BRAZIL 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 49. CANADA 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 50. MEXICO 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 51. UNITED STATES 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 52. ASIA-PACIFIC 4K TV MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 53. ASIA-PACIFIC 4K TV MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 54. COMPETITIVE STRATEGIC WINDOW FOR ASIA-PACIFIC 4K TV MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 55. AUSTRALIA 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 56. CHINA 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 57. INDIA 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 58. INDONESIA 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 59. JAPAN 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 60. MALAYSIA 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 61. PHILIPPINES 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 62. SOUTH KOREA 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 63. THAILAND 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 64. EUROPE, MIDDLE EAST & AFRICA 4K TV MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 65. EUROPE, MIDDLE EAST & AFRICA 4K TV MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 66. COMPETITIVE STRATEGIC WINDOW FOR EUROPE, MIDDLE EAST & AFRICA 4K TV MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 67. FRANCE 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 68. GERMANY 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 69. ITALY 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 70. NETHERLANDS 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 71. QATAR 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 72. RUSSIA 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 73. SAUDI ARABIA 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 74. SOUTH AFRICA 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 75. SPAIN 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 76. UNITED ARAB EMIRATES 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 77. UNITED KINGDOM 4K TV MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 78. GLOBAL 4K TV MARKET: 360IRESEARCH FPNV POSITIONING MATRIX

FIGURE 79. GLOBAL 4K TV MARKET: 360IRESEARCH MARKET SHARE ANALYSIS

FIGURE 80. GLOBAL 4K TV MARKET: COMPETITOR SWOT ANALYSIS

FIGURE 81. COMPETITIVE SCENARIO ANALYSIS IN GLOBAL 4K TV MARKET, BY TYPE

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