

India LED Television Market Outlook to 2018 - Rising Price Competition With New Players Entry

<https://marketpublishers.com/r/I5055E5AF44EN.html>

Date: September 2014

Pages: 102

Price: US\$ 900.00 (Single User License)

ID: I5055E5AF44EN

Abstracts

The report titled “India LED Television Market Outlook to 2018 - Rising Price Competition with New Players Entry” presents a comprehensive analysis of the industry covering aspects including market size by sales value, sales volume and market segmentation by mode of distribution, by LED television screen size, by geography, by structure and by application. The report also provides a comprehensive view on the online LED and OLED television market in India with a focus on the shares of players in the online LED television market in the country. The report also entails a detailed description on the recent trends and developments in the flat panel display television market and competitive scenario of major players in the industry along with providing future projections and outlook for India LED and OLED television market.

The LED market in India has experienced a robust growth over the period FY’2011-FY’2014 due to the growing disposable incomes of the households, favorable tax environment, declining prices of LED components, cheap labor availability and changing preferences of the consumers for high-end products. However, the OLED market is in its growing stage and has a limited reach as it caters only to the needs of the high-end consumers. The market has registered a CAGR of 124.3% during FY’2011-FY’2014 with sales revenues rising from USD ~ million in FY’2008 to USD ~ million in FY’2014.

The LED televisions sold in India through retail stores accounted for nearly ~% of the total market sales in FY’2014. Online portals such as Amazon, eBay, Homeshop18, Snapdeal, Filpkart and few others cater to the demand of the customers for electronic goods through online websites or applications.

In FY’2014, the 32 inches to 40 inches LED television segment accounted for a lion’s

share of about ~% of the overall sales in the LED market. The sales in this category have witnessed an incline from ~ thousand units in FY'2011, at a CAGR of 105.2% for the period FY'2011-FY'2014. The average price of the LED televisions has been declining in the last 3 years due to the intensified competition among the market players in India.

The LED televisions for residential purposes accounted for a significant share of about ~% in the total volume sales of the LED televisions in India. However, the LED televisions sold for commercial purposes accounted for the remaining share of about ~% in FY'2014.

The organized players operating in the LED market in India have witnessed a downtrend in their market share due to the emergence of new small players in the market. India LED market is highly dominated by the presence of nearly 8-10 organized players such as Samsung, Sony, LG and others which accounted for nearly ~% of the total market sales in India in FY'2014.

The metropolitan cities in India consist of Delhi and NCR, Mumbai, Kolkata, Chennai and few others which accounted for nearly ~% share in the total market sales of LED televisions in India in FY'2014. The remaining share of ~% was attributed to the other cities in India in the same year.

The LED and OLED television market in India comprises of both the organized and semi-organized players. Organized players include Samsung, Sony, Videocon, LG, Toshiba, Panasonic and few others whereas the semi-organized players in the market include Micromax, T-Series, AOC and others. Samsung has been the major player of LED televisions in India since FY'2011. However, Samsung has been losing its market dominance in the recent years as the market share has declined from ~% in FY'2011 to ~% in FY'2014.

The advancement of technology and the changing preferences of the consumers in India have been the major reasons for the gradual shift of the manufacturers towards OLED technology in televisions. OLED television market is an emerging market in India and is still at a very nascent stage. OLED televisions entered the Indian markets recently in FY'2014 with the two major players namely Samsung and LG.

The LED televisions in India have been sold through several online portals such as Flipkart, Amazon, eBay and few others. Such a distribution channel has been emerging gradually in the recent years owing to the busier lifestyles of the population and the

benefit of comfort provided by these online sales portals.

The LED and OLED market is expected to register a burgeoning growth in the future years but this growth is less likely to be sustained owing to the emergence of new upgraded technology over LED and OLED in the market. It is projected that the market for LED televisions in India would reach the size of USD ~ million, growing at an estimated CAGR of 40.6% by FY'2019. Additionally, the online LED and OLED market is expected to grow at a CAGR of 101.5% over the period FY'2014-FY'2019.

Key Topics Covered in the report:

Market Size of India LED and OLED Television Market by Sales Value,
FY'2011-FY'2014

Market Size of India LED and OLED Television Market by Sales Volume,
FY'2011-FY'2014

Value Chain of India LED and OLED Television Market

Market Segmentation of India LED and OLED Television Market by mode of
distribution, FY'2013-FY'2014

Market Segmentation of India LED and OLED Television Market by LED
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Market Segmentation of India LED and OLED Television Market by application,
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Market Segmentation of India LED and OLED Television Market by structure,
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Market Segmentation of India LED and OLED Television Market by geography,
FY'2011-FY'2014

Consumer Profile of India LED and OLED Television

Cost of LED Components

Market Size of India Online LED and OLED Television by Sales Volume,

FY'2013-FY'2014

Online Shoppers' Profile of India LED and OLED Television

Trends and Developments in India LED and OLED Television Market

Competitive Landscape of Major Players in India LED and OLED Television Market

Future Outlook and Projections in India LED and OLED Television Market,
FY'2014-FY'2019

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