

TV Industry Research Report 2023

<https://marketpublishers.com/r/TAE5F73A9C60EN.html>

Date: August 2023

Pages: 106

Price: US\$ 2,950.00 (Single User License)

ID: TAE5F73A9C60EN

Abstracts

This report aims to provide a comprehensive presentation of the global market for TV, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding TV.

The TV market size, estimations, and forecasts are provided in terms of sales volume (M Units) and revenue (\$ millions), considering 2022 as the base year, with history and forecast data for the period from 2018 to 2029. This report segments the global TV market comprehensively. Regional market sizes, concerning products by types, by application, and by players, are also provided. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

The report will help the TV manufacturers, new entrants, and industry chain related companies in this market with information on the revenues, sales volume, and average price for the overall market and the sub-segments across the different segments, by company, product type, application, and regions.

Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study

includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2018-2023. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Samsung

TCL

LG

Hisense

Skyworth

Sony

Phillips+AOC

MI

Sharp

Panasonic

Changhong

Haier

Vizio

Konka

Funai

Product Type Insights

Global markets are presented by TV type, along with growth forecasts through 2029. Estimates on sales and revenue are based on the price in the supply chain at which the TV are procured by the manufacturers.

This report has studied every segment and provided the market size using historical data. They have also talked about the growth opportunities that the segment may pose in the future. This study bestows sales and revenue data by type, and during the historical period (2018-2023) and forecast period (2024-2029).

TV segment by Type

Under 60 Inch

60-70 Inch

Above 70 Inch

Application Insights

This report has provided the market size (sales and revenue data) by application, during the historical period (2018-2023) and forecast period (2024-2029).

This report also outlines the market trends of each segment and consumer behaviors impacting the TV market and what implications these may have on the industry's future. This report can help to understand the relevant market and consumer trends that are driving the TV market.

TV segment by Retail Channels

Hypermarket & Supermarket

Specialty Store

Online

Others

Regional Outlook

This section of the report provides key insights regarding various regions and the key players operating in each region. Economic, social, environmental, technological, and political factors have been taken into consideration while assessing the growth of the particular region/country. The readers will also get their hands on the revenue and sales data of each region and country for the period 2018-2029.

The market has been segmented into various major geographies, including North America, Europe, Asia-Pacific, South America, Middle East & Africa. Detailed analysis of major countries such as the USA, Germany, the U.K., Italy, France, China, Japan, South Korea, Southeast Asia, and India will be covered within the regional segment. For market estimates, data are going to be provided for 2021 because of the base year, with estimates for 2023 and forecast revenue for 2029.

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

COVID-19 and Russia-Ukraine War Influence Analysis

The readers in the section will understand how the TV market scenario changed across the globe during the pandemic, post-pandemic and Russia-Ukraine War. The study is done keeping in view the changes in aspects such as demand, consumption, transportation, consumer behavior, supply chain management, export and import, and production. The industry experts have also highlighted the key factors that will help create opportunities for players and stabilize the overall industry in the years to come.

Reasons to Buy This Report

This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global TV market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

This report will help stakeholders to understand the global industry status and trends of TV and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

This report stays updated with novel technology integration, features, and the latest developments in the market

This report helps stakeholders to understand the COVID-19 and Russia-Ukraine War Influence on the TV industry.

This report helps stakeholders to gain insights into which regions to target globally

This report helps stakeholders to gain insights into the end-user perception concerning the adoption of TV.

This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Core Chapters

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Detailed analysis of TV manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5: Production/output, value of TV by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6: Consumption of TV in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8: Provides the analysis of various market segments by retail channels, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the

industry.

Chapter 10: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11: The main points and conclusions of the report.

Contents

1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
 - 1.5.1 Secondary Sources
 - 1.5.2 Primary Sources

2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Global Market Growth Prospects
 - 2.2.1 Global TV Market Size (2018-2029) & (US\$ Million)
 - 2.2.2 Global TV Sales (2018-2029)
 - 2.2.3 Global TV Market Average Price (2018-2029)
- 2.3 TV by Type
 - 2.3.1 Market Value Comparison by Type (2018 VS 2022 VS 2029) & (US\$ Million)
 - 1.2.2 Under 60 Inch
 - 1.2.3 60-70 Inch
 - 1.2.4 Above 70 Inch
- 2.4 TV by Retail Channels
 - 2.4.1 Market Value Comparison by Retail Channels (2018 VS 2022 VS 2029) & (US\$ Million)
 - 2.4.2 Hypermarket & Supermarket
 - 2.4.3 Specialty Store
 - 2.4.4 Online
 - 2.4.5 Others

3 MARKET COMPETITIVE LANDSCAPE BY MANUFACTURERS

- 3.1 Global TV Market Competitive Situation by Manufacturers (2018 Versus 2022)
- 3.2 Global TV Sales (M Units) of Manufacturers (2018-2023)
- 3.3 Global TV Revenue of Manufacturers (2018-2023)
- 3.4 Global TV Average Price by Manufacturers (2018-2023)
- 3.5 Global TV Industry Ranking, 2021 VS 2022 VS 2023

- 3.6 Global Manufacturers of TV, Manufacturing Sites & Headquarters
- 3.7 Global Manufacturers of TV, Product Type & Application
- 3.8 Global Manufacturers of TV, Date of Enter into This Industry
- 3.9 Global TV Market CR5 and HHI
- 3.10 Global Manufacturers Mergers & Acquisition

4 MANUFACTURERS PROFILED

4.1 Samsung

- 4.1.1 Samsung Company Information
- 4.1.2 Samsung Business Overview
- 4.1.3 Samsung TV Sales, Revenue and Gross Margin (2018-2023)
- 4.1.4 Samsung TV Product Portfolio
- 4.1.5 Samsung Recent Developments

4.2 TCL

- 4.2.1 TCL Company Information
- 4.2.2 TCL Business Overview
- 4.2.3 TCL TV Sales, Revenue and Gross Margin (2018-2023)
- 4.2.4 TCL TV Product Portfolio
- 4.2.5 TCL Recent Developments

4.3 LG

- 4.3.1 LG Company Information
- 4.3.2 LG Business Overview
- 4.3.3 LG TV Sales, Revenue and Gross Margin (2018-2023)
- 4.3.4 LG TV Product Portfolio
- 4.3.5 LG Recent Developments

4.4 Hisense

- 4.4.1 Hisense Company Information
- 4.4.2 Hisense Business Overview
- 4.4.3 Hisense TV Sales, Revenue and Gross Margin (2018-2023)
- 4.4.4 Hisense TV Product Portfolio
- 4.4.5 Hisense Recent Developments

4.5 Skyworth

- 4.5.1 Skyworth Company Information
- 4.5.2 Skyworth Business Overview
- 4.5.3 Skyworth TV Sales, Revenue and Gross Margin (2018-2023)
- 6.5.4 Skyworth TV Product Portfolio
- 6.5.5 Skyworth Recent Developments

4.6 Sony

- 4.6.1 Sony Company Information
- 4.6.2 Sony Business Overview
- 4.6.3 Sony TV Sales, Revenue and Gross Margin (2018-2023)
- 4.6.4 Sony TV Product Portfolio
- 4.6.5 Sony Recent Developments
- 4.7 Phillips+AOC
 - 4.7.1 Phillips+AOC Company Information
 - 4.7.2 Phillips+AOC Business Overview
 - 4.7.3 Phillips+AOC TV Sales, Revenue and Gross Margin (2018-2023)
 - 4.7.4 Phillips+AOC TV Product Portfolio
 - 4.7.5 Phillips+AOC Recent Developments
- 6.8 MI
 - 4.8.1 MI Company Information
 - 4.8.2 MI Business Overview
 - 4.8.3 MI TV Sales, Revenue and Gross Margin (2018-2023)
 - 4.8.4 MI TV Product Portfolio
 - 4.8.5 MI Recent Developments
- 4.9 Sharp
 - 4.9.1 Sharp Company Information
 - 4.9.2 Sharp Business Overview
 - 4.9.3 Sharp TV Sales, Revenue and Gross Margin (2018-2023)
 - 4.9.4 Sharp TV Product Portfolio
 - 4.9.5 Sharp Recent Developments
- 4.10 Panasonic
 - 4.10.1 Panasonic Company Information
 - 4.10.2 Panasonic Business Overview
 - 4.10.3 Panasonic TV Sales, Revenue and Gross Margin (2018-2023)
 - 4.10.4 Panasonic TV Product Portfolio
 - 4.10.5 Panasonic Recent Developments
- 6.11 Changhong
 - 6.11.1 Changhong Company Information
 - 6.11.2 Changhong TV Business Overview
 - 6.11.3 Changhong TV Sales, Revenue and Gross Margin (2018-2023)
 - 6.11.4 Changhong TV Product Portfolio
 - 6.11.5 Changhong Recent Developments
- 6.12 Haier
 - 6.12.1 Haier Company Information
 - 6.12.2 Haier TV Business Overview
 - 6.12.3 Haier TV Sales, Revenue and Gross Margin (2018-2023)

- 6.12.4 Haier TV Product Portfolio
- 6.12.5 Haier Recent Developments
- 6.13 Vizio
 - 6.13.1 Vizio Company Information
 - 6.13.2 Vizio TV Business Overview
 - 6.13.3 Vizio TV Sales, Revenue and Gross Margin (2018-2023)
 - 6.13.4 Vizio TV Product Portfolio
 - 6.13.5 Vizio Recent Developments
- 6.14 Konka
 - 6.14.1 Konka Company Information
 - 6.14.2 Konka TV Business Overview
 - 6.14.3 Konka TV Sales, Revenue and Gross Margin (2018-2023)
 - 6.14.4 Konka TV Product Portfolio
 - 6.14.5 Konka Recent Developments
- 6.15 Funai
 - 6.15.1 Funai Company Information
 - 6.15.2 Funai TV Business Overview
 - 6.15.3 Funai TV Sales, Revenue and Gross Margin (2018-2023)
 - 6.15.4 Funai TV Product Portfolio
 - 6.15.5 Funai Recent Developments

5 GLOBAL TV MARKET SCENARIO BY REGION

- 5.1 Global TV Market Size by Region: 2018 VS 2022 VS 2029
- 5.2 Global TV Sales by Region: 2018-2029
 - 5.2.1 Global TV Sales by Region: 2018-2023
 - 5.2.2 Global TV Sales by Region: 2024-2029
- 5.3 Global TV Revenue by Region: 2018-2029
 - 5.3.1 Global TV Revenue by Region: 2018-2023
 - 5.3.2 Global TV Revenue by Region: 2024-2029
- 5.4 North America TV Market Facts & Figures by Country
 - 5.4.1 North America TV Market Size by Country: 2018 VS 2022 VS 2029
 - 5.4.2 North America TV Sales by Country (2018-2029)
 - 5.4.3 North America TV Revenue by Country (2018-2029)
 - 5.4.4 U.S.
 - 5.4.5 Canada
- 5.5 Europe TV Market Facts & Figures by Country
 - 5.5.1 Europe TV Market Size by Country: 2018 VS 2022 VS 2029
 - 5.5.2 Europe TV Sales by Country (2018-2029)

5.5.3 Europe TV Revenue by Country (2018-2029)

5.5.4 Germany

5.5.5 France

5.5.6 U.K.

5.5.7 Italy

5.5.8 Russia

5.6 Asia Pacific TV Market Facts & Figures by Country

5.6.1 Asia Pacific TV Market Size by Country: 2018 VS 2022 VS 2029

5.6.2 Asia Pacific TV Sales by Country (2018-2029)

5.6.3 Asia Pacific TV Revenue by Country (2018-2029)

5.6.4 China

5.6.5 Japan

5.6.6 South Korea

5.6.7 India

5.6.8 Australia

5.6.9 China Taiwan

5.6.10 Indonesia

5.6.11 Thailand

5.6.12 Malaysia

5.7 Latin America TV Market Facts & Figures by Country

5.7.1 Latin America TV Market Size by Country: 2018 VS 2022 VS 2029

5.7.2 Latin America TV Sales by Country (2018-2029)

5.7.3 Latin America TV Revenue by Country (2018-2029)

5.7.4 Mexico

5.7.5 Brazil

5.7.6 Argentina

5.8 Middle East and Africa TV Market Facts & Figures by Country

5.8.1 Middle East and Africa TV Market Size by Country: 2018 VS 2022 VS 2029

5.8.2 Middle East and Africa TV Sales by Country (2018-2029)

5.8.3 Middle East and Africa TV Revenue by Country (2018-2029)

5.8.4 Turkey

5.8.5 Saudi Arabia

5.8.6 UAE

6 SEGMENT BY TYPE

6.1 Global TV Sales by Type (2018-2029)

6.1.1 Global TV Sales by Type (2018-2029) & (M Units)

6.1.2 Global TV Sales Market Share by Type (2018-2029)

6.2 Global TV Revenue by Type (2018-2029)

6.2.1 Global TV Sales by Type (2018-2029) & (US\$ Million)

6.2.2 Global TV Revenue Market Share by Type (2018-2029)

6.3 Global TV Price by Type (2018-2029)

7 SEGMENT BY RETAIL CHANNELS

7.1 Global TV Sales by Retail Channels (2018-2029)

7.1.1 Global TV Sales by Retail Channels (2018-2029) & (M Units)

7.1.2 Global TV Sales Market Share by Retail Channels (2018-2029)

7.2 Global TV Revenue by Retail Channels (2018-2029)

6.2.1 Global TV Sales by Retail Channels (2018-2029) & (US\$ Million)

6.2.2 Global TV Revenue Market Share by Retail Channels (2018-2029)

7.3 Global TV Price by Retail Channels (2018-2029)

8 VALUE CHAIN AND SALES CHANNELS ANALYSIS OF THE MARKET

8.1 TV Value Chain Analysis

8.1.1 TV Key Raw Materials

8.1.2 Raw Materials Key Suppliers

8.1.3 TV Production Mode & Process

8.2 TV Sales Channels Analysis

8.2.1 Direct Comparison with Distribution Share

8.2.2 TV Distributors

8.2.3 TV Customers

9 GLOBAL TV ANALYZING MARKET DYNAMICS

9.1 TV Industry Trends

9.2 TV Industry Drivers

9.3 TV Industry Opportunities and Challenges

9.4 TV Industry Restraints

10 REPORT CONCLUSION

11 DISCLAIMER

I would like to order

Product name: TV Industry Research Report 2023

Product link: <https://marketpublishers.com/r/TAE5F73A9C60EN.html>

Price: US\$ 2,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TAE5F73A9C60EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970