

Company Profile of Top 50 TV Manufacturers in 2014

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Abstracts

Owing to the slowing domestic economic and rising cost, the demand growth rate of China's TV sets slowed down. What's worse, China's TV manufacturing industry has faced many challenges such as seriously products homogenize, shorten of product cycle, lack of speaking right on core technology, etc.

In 2014, the output of China's TV sets was 141.29 million, with a YoY of 10.9%. According to China Customs, China's export volume and value of TV sets was 74.06 million and USD13.55 billion respectively in 2014, with a YoY of 24.3% and 22.6% respectively. The increasing export volume was the mainly supporting strength for the growth of China's TV manufacturing industry in 2014.

Generally speaking, China's TV manufacturing industry still faces many challenges. The growing oversea demand, serious industry competition, has accelerated the change of market structure.

In this report, ASKCI profiles the leading manufacturers in TV market. It analyzes China's TV manufacturing industry in terms of market information (market size, status, etc.), hotspots (key M&A activity and new policy), current industry trend and the competitive positioning of top 50 companies in the market.

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