

# **Global Audio-Visual Display Market Size study, by Application (Entertainment, Residential, Commercial Business), by Type (LCD Type, LED Type, Others) and Regional Forecasts 2018-2025**

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## **Abstracts**

Global Audio-Visual Display Market to reach USD 26.5 billion by 2025.

Global Audio-Visual Display Market valued approximately USD 9.6 billion in 2016 is anticipated to grow with a healthy growth rate of more than 11.94% over the forecast period 2018-2025. The major driving factors of Global Audio-Visual Display Market are Growing demand across end user industries and increasing number of application field which helps in fueling the demand of audio-visual display in the Global Audio-visual Display Market. The wide variety of applications which requires the audio-visual system as a necessary device, such as industrial monitoring, health monitoring equipment and so on. The major restraining factor of audio-visual display market is low replacement cycle. Audiovisual (AV) means possessing both a sound and a visual component, such as slide-tape presentations, films, television programs, church services and live theater productions. The audio visuals are the backbone of Information and communications technology, Multimedia, Video, modern entertainment devices, different healthcare and industrial equipment. There are many benefits of audio-visual display market such as it helps in improvement in employee's morale, improved communication in market and increased productivity. The major opportunity in the global audio-visual display market is decreasing prices of raw material used in manufacturing.

The regional analysis of Global Audio-Visual Display Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia-Pacific is the leading/significant region across the world in terms of market share which is 39%. Much of the region's growth comes from the increased adoption of

AV presentation services, which is attributed to the increasing adoption of technology and the use of advanced communication techniques. North America was the second largest region accounting for around 14% market share and Middle East was the lowest of the featured regions accounting for around 2% market share. Whereas, owing to the countries, North America and Europe is also anticipated to exhibit higher growth rate / CAGR over the forecast period 2018-2025.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

#### By Application

Entertainment

Residential

Commercial Business

#### By Type

LCD Type

LED Type

Others

#### By Regions:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016

Base year – 2017

Forecast period – 2018 to 2025

The industry is seeming to be fairly competitive. Some of the leading market players include Syniverse Technologies, Samsung, SONY, Apple, Philips, Lenovo, Google, Hitachi, Sharp, Panasonic, Toshiba, Innolux, Hisense, TCL, Changhong, Konka, Skyworth, LG, Seiki, Christie, NEC and so on. Acquisitions and effective mergers are some of the strategies adopted by the key manufacturers. New product launches and continuous technological innovations are the key strategies adopted by the major

players.

## Target Audience of the Global Audio-Visual Display Market in Market Study

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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