

# **Global Super Hi-Vision Market Size study & Forecast, by Application (Healthcare and Medical, Consumer Electronics, Commercial, Other Applications) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Super Hi-Vision Market is valued at approximately USD 57.2 Billion in 2021 and is anticipated to grow with a healthy growth rate of more than 23.08% over the forecast period 2022-2029. Super Hi-Vision, also known as Ultra High Definition or 8K, is a video format that provides an incredibly high resolution of 7680 x 4320 pixels, which is sixteen times more than standard high-definition (HD) video. The Super Hi-Vision market refers to the industry involved in the production, distribution, and sale of products related to this format, such as television sets, cameras, and video content. The market demand is primarily driven by factors such as increasing demand for high-quality video content, increasing availability of high-speed internet connectivity and growing demand for super hi-vision in photography and videography.

In addition, the increasing number of people using the internet and the growing consumer technology industry are acting as major driving factors for market growth. According to Our World in Data, the number of people using the internet in 2020 was 2.55 billion in Asia, 632.25 million in Europe, 480.34 million in North America, and 451.62 million in Africa. These numbers are expected to rise in the forthcoming years. Similarly, according to the Consumer Technology Association (CTA), the US consumer technology industry will generate more than USD 505 billion in retail sales revenue. The estimate reflects a 2.8% rise in sales from 2021's remarkable 9.6% increase over 2020. Hence, the potentially growing population of internet users and the advancing consumer technology industry are factors that are expected to escalate the demand for super hi-vision in the global market. Furthermore, the rising demand from the defense and surveillance sector for super hi-vision equipment and the growing popularity of virtual

and augmented reality technologies are presenting lucrative opportunities for market growth over the forthcoming years. However, the lack of resources in rural areas to support hi-vision is restricting the market growth over the forecast period of 2022-2029.

The key regions considered for the Global Super Hi-Vision Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue due to increasing consumer income and the presence of high-technological advancements. Whereas, Asia Pacific is also expected to grow at the highest growth rate over the forecasting period due to the presence of a large consumer base and increasing population. Factors such as rising investments towards the development of advanced super hi-vision technologies, increasing demand for high-quality video content, surging popularity of virtual and augmented reality and the growing need for super hi-vision in various sectors such as defense and military are burgeoning the market growth in the forecasting years.

Major market players included in this report are:

SAMSUNG ELECTRONICS CO., LTD.

Sony Group Corporation

LG DISPLAY CO., LTD.

RED Digital Cinema, LLC.

Dell Inc.

Sharp Corporation

AUO Corporation

Koninklijke Philips N.V.

Panasonic Holdings Corporation

Ikegami Tsushinki Co., Ltd.

Recent Developments in the Market:

In March 2022, Sharp Corporation, a Japanese multinational corporation that designs and manufactures electronic products, announced the launch of its new 32-inch 8K professional colour management monitor – the 8M-B32C1. The 8M-B32C1 has a 16:9 aspect ratio and a stunning 8K resolution of 33.2 million pixels (7680x4320 pixels). The display represents the next step forward in accurate image reproduction, with concise imaging and high-quality colour uniformity, offering optimal performance for professional environments such as clinical training, photography, military, imaging, broadcasting, CAD studio, post-production and graphics creation for gaming.

Global Super Hi-Vision Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Application, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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:

Healthcare and Medical

Consumer Electronics

Commercial

Other Applications

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
ROLA  
Rest of the World

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