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Global 120Hz TV Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

The market for 120Hz TVs is a segment within the larger television industry that caters to consumers seeking enhanced visual experiences through higher refresh rates. A 120Hz TV refers to a television that refreshes the screen 120 times per second, resulting in smoother motion and reduced motion blur compared to standard 60Hz TVs.

In 2023, the market size for 120Hz TVs was approximately USD 2.5 billion. This segment is expected to grow at a compound annual growth rate (CAGR) of 8.75% from 2024 to 2032, reaching a projected market size of USD 4.8 billion by the end of the forecast period. The increasing demand for high-quality visuals in gaming, sports, and action-packed content is a key driver of this growth, as consumers seek immersive viewing experiences.

One of the primary market forces behind the rise of 120Hz TVs is the technological advancements in display panels and image processing. Manufacturers are continuously improving refresh rates and response times to meet consumer expectations for fluid motion and crisp images. Additionally, the growing popularity of streaming services offering high-definition content further fuels the demand for TVs with higher refresh rates.

In terms of market trends, there is a noticeable shift towards larger screen sizes in the 120Hz TV segment, driven by the desire for a more cinematic viewing experience at home. Consumers are increasingly opting for 65-inch and above TVs to replicate the feel of a movie theater within their living spaces. This trend is supported by falling prices of larger TVs and advancements in display technologies that maintain picture quality on

bigger screens.

Another trend shaping the market is the integration of smart features in 120Hz TVs. Smart TVs with built-in streaming apps, voice control, and connectivity options are gaining traction among consumers looking for convenience and versatility in their entertainment systems. This convergence of high refresh rates with smart capabilities enhances the overall viewing experience and caters to the evolving preferences of tech-savvy consumers.

Regionally, leading markets for 120Hz TVs include North America, Europe, and Asia Pacific. North America dominates due to high disposable incomes, early adoption of new technologies, and a strong presence of key manufacturers. In Europe, the market is driven by a preference for premium home entertainment systems and the presence of tech-savvy consumers. Asia Pacific is a rapidly growing market fueled by increasing urbanization, rising middle-class population, and a growing appetite for high-quality visual experiences.

Despite the positive outlook, the market for 120Hz TVs faces challenges such as intensifying competition among manufacturers, price sensitivity among consumers, and the need to educate buyers on the benefits of higher refresh rates. To stay competitive, companies should focus on product differentiation, pricing strategies, and targeted marketing campaigns to capitalize on the growing demand for enhanced viewing experiences.

This report provides a deep insight into the global 120Hz TV market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global 120Hz TV Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the 120Hz TV market in any manner.

Global 120Hz TV Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Samsung

TCL

LG

Hisense

Skyworth

Sony

Phillips

Xiaomi

Sharp

Panasonic

Changhong

Haier

Konka

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Toshiba

Market Segmentation (by Type)

Straight Screen

Curved Screen

Market Segmentation (by Application)

Commercial Use

Private Use

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

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Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the 120Hz TV Market

Overview of the regional outlook of the 120Hz TV Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter’s five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an 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 120Hz TV Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the 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 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 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 capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

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