

Global Direct-lit LED TV Market 2023 by Manufacturers, Regions, Type and Application, Forecast to 2029

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Abstracts

According to our (Global Info Research) latest study, the global Direct-lit LED TV market size was valued at USD million in 2022 and is forecast to a readjusted size of USD million by 2029 with a CAGR of % during review period.

The Direct-lit LED TV is a type of television that utilizes a backlight system consisting of a grid of LEDs placed directly behind the display panel. Unlike traditional edge-lit LED TVs, the direct-lit backlight arrangement allows for precise control over brightness and local dimming zones, resulting in improved contrast and better picture quality. By placing the LEDs directly behind the screen, Direct-lit Backlight LED TVs deliver uniform illumination across the entire display surface, reducing the risk of uneven backlighting. These televisions often feature high-resolution displays, smart TV capabilities, and enhanced color reproduction. The Direct-lit Backlight LED TVs offer an enhanced viewing experience and are popular choices for home entertainment systems.

The market prospects for Direct-lit LED TVs are expected to be positive. With the growing demand for high-quality and immersive viewing experiences, consumers are increasingly seeking televisions with superior picture quality and enhanced contrast. Direct-lit Backlight LED TVs offer significant improvements in these aspects compared to traditional edge-lit LED TVs. Their precise control over brightness and local dimming zones result in better contrast, uniform illumination, and enhanced overall image quality. As consumers continue to prioritize superior visual experiences, the market for Direct-lit Backlight LED TVs is likely to witness steady growth. Additionally, as technology advances and production costs decrease, these televisions are becoming more affordable and accessible to a wider range of consumers.

The Global Info Research report includes an overview of the development of the Direct-lit LED TV industry chain, the market status of Commercial Use (Below 52 Inches, 52 – 65 Inches), Private Use (Below 52 Inches, 52 – 65 Inches), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Direct-lit LED TV.

Regionally, the report analyzes the Direct-lit LED TV markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Direct-lit LED TV market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Direct-lit LED TV market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Direct-lit LED TV industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Below 52 Inches, 52 – 65 Inches).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Direct-lit LED TV market.

Regional Analysis: The report involves examining the Direct-lit LED TV market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Direct-lit LED TV market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Direct-lit LED TV:

Company Analysis: Report covers individual Direct-lit LED TV manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Direct-lit LED TV. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Commercial Use, Private Use).

Technology Analysis: Report covers specific technologies relevant to Direct-lit LED TV. It assesses the current state, advancements, and potential future developments in Direct-lit LED TV areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Direct-lit LED TV market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Direct-lit LED TV market is split by Type and by Application. For the period 2018-2029, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Below 52 Inches

52 – 65 Inches

Above 65 Inches

Market segment by Application

Commercial Use

Private Use

Major players covered

Samsung

TCL

LG

Hisense

Skyworth

Sony

Phillips

Xiaomi

Sharp

Panasonic

Changhong

Haier

Vizio

Konka

Funai

Toshiba

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Direct-lit LED TV product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Direct-lit LED TV, with price, sales, revenue and global market share of Direct-lit LED TV from 2018 to 2023.

Chapter 3, the Direct-lit LED TV competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Direct-lit LED TV breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2018 to 2029.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2018 to 2029.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2022. and Direct-lit LED TV market forecast, by regions, type and application, with sales and revenue, from 2024 to 2029.

Chapter 12, market dynamics, drivers, restraints, trends, Porters Five Forces analysis, and Influence of COVID-19 and Russia-Ukraine War.

Chapter 13, the key raw materials and key suppliers, and industry chain of Direct-lit LED TV.

Chapter 14 and 15, to describe Direct-lit LED TV sales channel, distributors, customers, research findings and conclusion.

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