

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) 3DTV Market 2018, Forecast to 2023

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## Abstracts

3D television (3DTV) is television that conveys depth perception to the viewer by employing techniques such as stereoscopic display, multi-view display, 2D-plus-depth, or any other form of 3D display. Most modern 3D television sets use an active shutter 3D system or a polarized 3D system, and some are auto stereoscopic without the need of glasses. 3DTV are to be discontinued in 2017 due to low consumer demand. LG and Sony were the last manufacturers to build the product.

### SCOPE OF THE REPORT:

This report focuses on the 3DTV in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

China was the largest market with a market share of 31.94% in 2012 and 40.78% in 2017 with an increase of 8.84%. Korea and Japan ranked the second and third markets with the market share of 25.13% and 18.75% in 2016.

The 3DTV industry had been increased a few time from its very first beginning. While in recent few years, it has been decreased because of the constraints of the market. First, the customer experience is not good, which results in consumers' less interest in this product. Second, lacking of 3D content. Third, high cost of full experience, which is also one of the constraints

The manufacturers are better find their own characteristics, pay attention to their R&D, improve product and service quality, improve customer's experience, establish the whole eco-system of the industry, and good brand communication. Following the market trends, access to greater competitive advantage, concerning more on their customer experience and services to get a bigger market share.

The worldwide market for 3DTV is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Samsung

LG Corp

Sony Corp

Sharp Corp

Toshiba Corp

Vizio

Videocon Industries Ltd

Hisense

TCL

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Non-glass Free

Glass-Free

Market Segment by Applications, can be divided into

Household

Commercial

There are 15 Chapters to deeply display the global 3DTV market.

Chapter 1, to describe 3DTV Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of 3DTV, with sales, revenue, and price of 3DTV, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of 3DTV, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, 3DTV market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe 3DTV sales channel, distributors, traders, dealers,

Research Findings and Conclusion, appendix and data source

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