

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

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Abstracts

Outdoor TV is built to withstand the ever changing temperatures and lighting conditions of the great outdoors. The easy day/night dimming adjustment adapts to any lighting condition, from the brightest mid-day sun by the pool to the darkest night under the cabana. The TV panel offers a scratch resistant, anti-glare surface to provide a bright, crisp picture while reducing the negative effects of unwanted reflections and light sources. The television plays perfectly in a wide operating range from freezing cold 23F to a hot 122F degrees.

SCOPE OF THE REPORT:

This report focuses on the Outdoor TV 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. SunBriteTV, MirageVision and Seura captured the top three revenue share spots in the Outdoor TV market in 2015. SunBriteTV dominated with 25.20 percent revenue share, followed by MirageVision with 21.11 percent revenue share and Seura with 10.64 percent revenue share.

In the next five years, the global consumption of Outdoor TV will show upward tendency further, consumption is expected in 2020 will be 325255 Units. The average operating rate will remain at 84% to 90%.

In terms of the segment, the market for outdoor TVs is growing rapidly in commercial settings. In 2014 the commercial outdoor TVs amounted for 56.69% production share. Despite the presence of competition problems, due to the clear global recovery trend, investors are still optimistic about this area, in future still more new investment will enter into the field. Technology and cost are two major problems.

Although sales of Outdoor TV brought a lot of opportunities, for the new entrants with only advantage in capital without sufficient support in technology and downstream channels, the research group did not recommend taking risk the enter this market.

The worldwide market for Outdoor TV is expected to grow at a CAGR of roughly 8.8% over the next five years, will reach 1140 million US\$ in 2023, from 690 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

SunBriteTV

MirageVision

Seura

Platinum

SkyVue

Cinios

AquaLite TV

Peerless-AV

Oolaa

Luxurite

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

?32 Inch Size

40 Inch Size

42 Inch Size

46 Inch Size

47 Inch Size

50 Inch Size

55 Inch Size

60 Inch Size

65 Inch Size

? 70 Inch Size

Market Segment by Applications, can be divided into

Commercial

Residential

There are 15 Chapters to deeply display the global Outdoor TV market.

Chapter 1, to describe Outdoor TV Introduction, product scope, market overview,

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Outdoor TV Market 2018, Fo...

market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Outdoor TV, with sales, revenue, and price of Outdoor TV, 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 Outdoor TV, 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, Outdoor TV market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Outdoor TV sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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