

4K TV (Television) Market Analysis By Screen size (Below 52 Inches, 52 - 65 Inches, Above 65 inches), By Region (North America, Europe, Asia Pacific, Central & South America, MEA), And Segment Forecasts, 2014 - 2025

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Abstracts

The global 4K TV market is expected to reach USD 380.9 billion by 2025, according to a new report by Grand View Research, Inc. The evolving nature of the consumer electronic industry, advancements in graphic engines of televisions, increased pressure on manufacturers to reduce prices, and popularity of the ultra-high definition technology & its advantages have fueled the demand for UHD televisions in the past few years. Latest graphic processors permit advanced technical image formats and have improved the content quality significantly hence, they are widely used in production and distribution of UHD content. Customers are getting accustomed to using such contents, which is further anticipated to spur the market growth.

The 52–65 inches' segment dominated the global 4K TV market in 2016 since this segment has a wide range of product offering at different price points. Moreover, the adoption of novel technologies, such as Quantum dot LEDs (QLEDs) and Super UHD (SUHD) and decreasing prices of 4K TVs are expected to catapult the segment demand over the forecast period. Televisions belonging to this range have high penetration rates as compared to the others. However, the above 62 inches' screen size segment is expected to witness the highest growth over the forecast period owing to the declining price trend of 4K TVs coupled with increasing disposable incomes of individuals globally.

China is one of the biggest manufacturers of LCD panels for televisions. The country accounted for more than 70% of the total market share in 2016. Furthermore, North

America is projected to be the highest growing region owing to the rising disposable income of the individuals and the increasing penetration of UHD set top boxes in the region.

Further key findings from the report suggest

The global UHD TV market is expected to witness a CAGR exceeding 20% from 2017 to 2025 owing to the changing consumer preference from HD to UHD technology along with increasing demand for high-end home products

Moreover, increasing penetration of ultra-high-speed internet, particularly in developed regions including metropolitan cities are expected to favorably impact the 4K TV market growth over the coming years

The 52 - 65 inches' segment accounted for the largest share in 2016, which is accredited to increasing penetration of 4K TVs in the higher economic class; however, with decline in TV prices the above 65-inch screen size segment pose high growth opportunities

The Asia Pacific region accounted over 40% of the overall revenue share in 2016 and is also expected to dominate over the forecast period owing to the huge adoption along with declining prices of 4K televisions

A few key players who captured a significant market share in 2016 are Samsung, LG Electronics, Sony Corp., Hisense, and Sharp Corp

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Research Methodology
- 1.2. Research Scope & Assumptions
- 1.3. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

CHAPTER 3. 4K TV MARKET TRENDS, VARIABLES, AND SCOPE

- 3.1. Market Segmentation
- 3.2. Market Size and Growth Prospects, 2014-2025
- 3.3. Value Chain Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market driver analysis
 - 3.4.2. Market restraint/challenge analysis
 - 3.4.3. Market opportunity analysis
- 3.5. Company Market Share Analysis, 2016
- 3.6. Key Opportunities Prioritized
- 3.7. Industry Analysis - Porter's
- 3.8. PEST Analysis, 2016
- 3.9. Technology Landscape

CHAPTER 4. 4K TV MARKET: SCREEN SIZE OUTLOOK

- 4.1. 4K TV Market Share By Screen Size, 2016 & 2025 (USD Billion, Million Units)
- 4.2. Below 52 inches
 - 4.2.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)
 - 4.2.2. Market estimates and forecast by region, 2014-2025 (USD Billion, Million Units)
- 4.3. 52 to 65 inches
 - 4.3.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)
 - 4.3.2. Market estimates and forecast by region, 2014-2025 (USD Billion, Million Units)
- 4.4. Above 65 inches
 - 4.4.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)
 - 4.4.2. Market estimates and forecast by region, 2014-2025 (USD Billion, Million Units)

CHAPTER 5. 4K TV MARKET: REGIONAL OUTLOOK

- 5.1. 4K TV Market Share By Region, 2015 & 2025 (USD Billion, Million Units)
- 5.2. North America
 - 5.2.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)
 - 5.2.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)
 - 5.2.3. U.S.
 - 5.2.3.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)
 - 5.2.3.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)
 - 5.2.4. Canada
 - 5.2.4.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)
 - 5.2.4.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)
- 5.3. Europe
 - 5.3.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)
 - 5.3.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)
 - 5.3.3. Germany
 - 5.3.3.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)
 - 5.3.3.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)
 - 5.3.4. UK
 - 5.3.4.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)
 - 5.3.4.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)
 - 5.3.5. France
 - 5.3.5.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)
 - 5.3.5.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)
 - 5.3.6. Spain
 - 5.3.6.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)
 - 5.3.6.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)
- 5.4. Asia Pacific
 - 5.4.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)
 - 5.4.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)
 - 5.4.3. China

5.4.3.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)

5.4.3.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)

5.4.4. India

5.4.4.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)

5.4.4.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)

5.4.5. Japan

5.4.5.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)

5.4.5.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)

5.4.6. South Korea

5.4.6.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)

5.4.6.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)

5.5. Central & South America

5.5.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)

5.5.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion)

5.5.3. Brazil

5.5.3.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)

5.5.3.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)

5.5.4. Mexico

5.5.4.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)

5.5.4.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion)

5.6. Middle East & Africa

5.6.1. Market estimates and forecast, 2014-2025 (USD Billion, Million Units)

5.6.2. Market estimates and forecast by screen size, 2014-2025 (USD Billion, Million Units)

CHAPTER 6. COMPETITIVE LANDSCAPE

6.1. Changhong

6.1.1. Company overview

6.1.2. Financial performance

6.1.3. Product benchmarking

6.1.4. Recent developments

6.2. Hisense USA (Hisense International, Co., LTD.)

6.2.1. Company overview

- 6.2.2. Financial performance
- 6.2.3. Product benchmarking
- 6.2.4. Recent developments
- 6.3. LG Electronics, Inc.
 - 6.3.1. Company overview
 - 6.3.2. Financial performance
 - 6.3.3. Product benchmarking
 - 6.3.4. Recent developments
- 6.4. Panasonic Corporation
 - 6.4.1. Company overview
 - 6.4.2. Financial performance
 - 6.4.3. Product benchmarking
 - 6.4.4. Recent developments
- 6.5. Samsung Electronics Co., Ltd.
 - 6.5.1. Company overview
 - 6.5.2. Financial performance
 - 6.5.3. Product benchmarking
 - 6.5.4. Recent developments
- 6.6. Sharp Corporation
 - 6.6.1. Company overview
 - 6.6.2. Financial performance
 - 6.6.3. Product benchmarking
 - 6.6.4. Recent developments
- 6.7. Skyworth Digital Holdings Co., Ltd.
 - 6.7.1. Company overview
 - 6.7.2. Financial performance
 - 6.7.3. Product benchmarking
 - 6.7.4. Recent developments
- 6.8. Sony Corporation
 - 6.8.1. Company overview
 - 6.8.2. Financial performance
 - 6.8.3. Product benchmarking
 - 6.8.4. Recent developments
- 6.9. VIZIO, Inc.
 - 6.9.1. Company overview
 - 6.9.2. Financial performance
 - 6.9.3. Product benchmarking
 - 6.9.4. Recent developments
- 6.10. Vu Technologies Pvt. Ltd.

- 6.10.1. Company overview
- 6.10.2. Financial performance
- 6.10.3. Product benchmarking
- 6.10.4. Recent developments

List Of Tables

LIST OF TABLES

- Table 1 Global 4K TV market, 2014 - 2025 (USD Billion, Million Units)
- Table 2 Global 4K TV market, by screen size, 2014 - 2025 (USD Million)
- Table 3 Global 4K TV market, by region, 2014 - 2024 (USD Million)
- Table 4 Below 52 inches' market, 2014 - 2025 (USD Billion, Million Units)
- Table 5 Below 52 inches' market by region, 2014 - 2025 (USD Billion)
- Table 6 Below 52 inches' market by region, 2014 - 2025 (Million Units)
- Table 7 52 - 65 inches' market, 2014 - 2025 (USD Billion, Million Units)
- Table 8 52 - 65 inches' market by region, 2014 - 2025 (USD Billion)
- Table 9 52 - 65 inches' market by region, 2014 - 2025 (Million Units)
- Table 10 Above 65 inches' market, 2014 - 2025 (USD Billion)
- Table 11 Above 65 inches' market by region, 2014 - 2025 (USD Billion)
- Table 12 Above 65 inches' market by region, 2014 - 2025 (Million Units)
- Table 13 North America 4K TV market by screen size, 2014 - 2025 (USD Billion)
- Table 14 North America 4K TV market by screen size, 2014 - 2025 (Million Units)
- Table 15 U.S. 4K TV market by screen size, 2014 - 2025 (USD Billion)
- Table 16 U.S. 4K TV market by screen size, 2014 - 2025 (Million Units)
- Table 17 Canada 4K TV market by screen size, 2014 - 2025 (USD Billion)
- Table 18 Canada 4K TV market by screen size, 2014 - 2025 (Million Units)
- Table 19 Europe 4K TV market by screen size, 2014 - 2025 (USD Billion)
- Table 20 Europe 4K TV market by screen size, 2014 - 2025 (Million Units)
- Table 21 UK 4K TV market by screen size, 2014 - 2025 (USD Billion)
- Table 22 North America 4K TV market by screen size, 2014 - 2025 (Million Units)
- Table 23 Germany 4K TV market by screen size, 2014 - 2025 (USD Billion)
- Table 24 North America 4K TV market by screen size, 2014 - 2025 (Million Units)
- Table 25 North America 4K TV market by screen size, 2014 - 2025 (USD Billion)
- Table 26 North America 4K TV market by screen size, 2014 - 2025 (Million Units)
- Table 27 Spain 4K TV market by screen size, 2014 - 2025 (USD Billion)
- Table 28 Spain 4K TV market by screen size, 2014 - 2025 (Million Units)
- Table 29 Asia Pacific 4K TV market by screen size, 2014 - 2025 (USD Billion)
- Table 30 Asia Pacific 4K TV market by screen size, 2014 - 2025 (Million Units)
- Table 31 China 4K TV market by screen size, 2014 - 2025 (USD Billion)
- Table 32 China 4K TV market by screen size, 2014 - 2025 (Million Units)
- Table 33 India 4K TV market by screen size, 2014 - 2025 (USD Billion)
- Table 34 India 4K TV market by screen size, 2014 - 2025 (Million Units)
- Table 35 Japan 4K TV market by screen size, 2014 - 2025 (USD Billion)

Table 36 Japan 4K TV market by screen size, 2014 - 2025 (Million Units)

Table 37 South Korea 4K TV market by screen size, 2014 - 2025 (USD Billion)

Table 38 South Korea 4K TV market by screen size, 2014 - 2025 (Million Units)

Table 39 Central & South America 4K TV market by screen size, 2014 - 2025 (USD Billion)

Table 40 Central & South America 4K TV market by screen size, 2014 - 2025 (Million Units)

Table 41 Brazil 4K TV market by screen size, 2014 - 2025 (USD Billion)

Table 42 Brazil 4K TV market by screen size, 2014 - 2025 (Million Units)

Table 43 Mexico 4K TV market by screen size, 2014 - 2025 (USD Billion)

Table 44 Mexico 4K TV market by screen size, 2014 - 2025 (Million Units)

Table 45 MEA 4K TV market by screen size, 2014 - 2025 (USD Billion)

Table 46 MEA 4K TV market by screen size, 2014 - 2025 (Million Units)

List Of Figures

LIST OF FIGURES

- Fig. 1 Research process
- Fig. 2 Information procurement
- Fig. 3 4K TV regional marketplace: Key takeaways
- Fig. 4 4K TV market - Trends & outlook
- Fig. 5 4K TV - Market segmentation & scope
- Fig. 6 4K TV - Market size and growth prospects (USD Billion)
- Fig. 7 4K TV - Value chain analysis
- Fig. 8 4K TV - Market dynamics
- Fig. 9 4K TV - Market driver relevance analysis (Current & future impact)
- Fig. 12 4K TV - Market restraint/challenge relevance analysis (Current & future impact)
- Fig. 14 4K TV - Market opportunity relevance analysis (Current & future impact)
- Fig. 15 4K TV - Penetration & growth prospect mapping
- Fig. 16 4K TV - Porter's analysis
- Fig. 17 4K TV - Company market share analysis, 2016
- Fig. 18 4K TV - PESTEL analysis
- Fig. 19 4K TV market service outlook key takeaways
- Fig. 20 Global 4K TV service outlook, 2016 & 2025
- Fig. 21 4K TV market end-use outlook key takeaways
- Fig. 22 Global 4K TV end-use outlook, 2016 & 2025
- Fig. 23 4K TV market regional outlook key takeaways
- Fig. 24 Global 4K TV regional outlook, 2016 & 2025
- Fig. 25 North America 4K TV market - Key takeaways
- Fig. 26 Europe 4K TV market - Key takeaways
- Fig. 27 Asia Pacific 4K TV market - Key takeaways
- Fig. 28 Central & South America 4K TV market - Key takeaways
- Fig. 29 Middle East & Africa (MEA) 4K TV market - Key takeaways

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