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Pico Projector Market Analysis By Product (Standalone, Embedded, Media Player, USB, Laser) And Segment Forecast To 2020

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Abstracts

The global pico projector market is expected to reach USD 17.81 billion by 2020. High degree of convenience offered by projectors embedded in devices such as mobile phones and laptops is expected to fuel market growth over the next six years. Expected decrease in average selling prices on account of increased production is also expected to drive the global industry during the forecast period.

Demand for pico projectors across application areas such as consumer electronics, healthcare and aerospace is expected to positively impact overall revenue generation. Growing focus on ensuring user friendliness coupled with reducing technology costs is also estimated to give impetus to the industry over the next six years. Resolving speckle issues and enhancing display quality is a challenge for industry participants. Incorporating a wide variety of features and ensuring low power consumption is essential for driving pico projector adoption.

Further key findings from the study suggest:

Global pico projector shipments were estimated to be 25.1 million units in 2013, which are estimated to grow at a CAGR of 33.7% from 2014 to 2020.

USB projectors and embedded projectors together accounted for over 50% of the global market share in 2013. Embedded projectors are very small in size, since they need to be fitted in devices including mobile phones and laptops. Media player projectors include a memory card slot or an onboard memory, and can access files such as images, documents, etc. Standalone projectors were popular in the past few years; however, demand is expected to decrease due to issues such as high cost and low

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brightness.

North America accounted for 36.6% of global pico projector shipments in 2013, and is expected to remain the largest market over the forecast period. This can primarily be attributed to growth in purchasing power of the population in the region. Asia Pacific is expected to be the fastest growing market over the forecast period, mainly due to high demand for portable electronics and declining prices.

Companies operating in the global pico projector market include 3M Co., Microvision Inc., Optoma Technology, and STMicroelectronics NV among others. Production activities are higher in the U.S. as compared to other regional markets. Product innovation is expected to be crucial for differentiation, since users focus on products developed using desired technology and functionalities.

For the purpose of this study, Grand View Research has segmented the global pico projector market on the basis of product and region:

Pico Projector Product Outlook (Volume, Million Units and Revenue, USD Million; 2012 – 2020)

Standalone Pico Projector

Embedded Pico Projector

Media Player Projector

USB Pico Projector

Laser Pico Projector

Pico Projector Regional Outlook (Volume, Million Units and Revenue, USD Million; 2012 – 2020)

North America

Europe

Asia Pacific

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RoW

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Contents

CHAPTER 1 EXECUTIVE SUMMARY

1.1 Pico projector – Industry Summary & Critical Success Factors (CSFs)

CHAPTER 2 PICO PROJECTOR INDUSTRY OUTLOOK

2.1 Market Segmentation
2.2 Market Size and Growth Prospects
2.3 Pico Projector Value Chain Analysis
  2.3.1 Key Driver Analysis
    2.3.1.1 Increasing demand across application areas
    2.3.1.2 Declining selling prices
    2.3.1.3 High degree of convenience
    2.3.1.4 Technological innovation
  2.3.2 Key Restraint Analysis
    2.3.2.1 Speckle issues
    2.3.2.1 Reducing demand for standalone pico projectors
2.4 Pico Projector Market Dynamics
2.5 Key Opportunities Prioritized
2.6 Industry Analysis - Porter's
2.7 Pico Projector - Company Market Share Analysis
2.8 Pico Projector - Technology Landscape
2.9 Pico Projector - PESTEL Analysis

CHAPTER 3 PICO PROJECTOR PRODUCT OUTLOOK

3.1 Standalone Projector
  3.1.1 Standalone projector market volume & revenue by region, (Million Units) (USD Million)
3.2 Embedded Projector
  3.2.1 Embedded projector market volume & revenue by region, (Million Units) (USD Million)
3.3 Media Player Projector
  3.3.1 Media player projector market volume & revenue by region, (Million Units) (USD Million)
3.4 USB Projector
  3.4.1 USB projector market volume & revenue by region, 2012 - 2020 (Million Units)

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(USD Million)
3.5 Laser Projector
3.5.1 Laser projector market volume & revenue by region, 2012 - 2020 (Million Units) (USD Million)

CHAPTER 4 PICO PROJECTOR REGIONAL OUTLOOK

4.1 North America
4.1.1 Pico projector market volume & revenue, 2012 - 2020 (Million Units) (USD Million)
4.2 Europe
4.2.1 Pico projector market volume & revenue, 2012 - 2020 (Million Units) (USD Million)
4.3 Asia Pacific
4.3.1 Pico projector market volume & revenue, 2012 - 2020 (Million Units) (USD Million)
4.4 RoW
4.5.1 Pico projector market volume & revenue, 2012 - 2020 (Million Units) (USD Million)

CHAPTER 5 COMPETITIVE LANDSCAPE

5.1 Revenue Analysis
5.2 Product Benchmarking
5.3 Strategic Development

CHAPTER 6 METHODOLOGY AND SCOPE

6.1 Research Methodology
6.2 Research Scope & Assumption
6.3 List of Data Sources
Companies analyzed in 1 Chapter
1) 3M Co
2) AAXA Technologies Inc.
3) Acer Inc.
4) Coretronic Corporation
5) Epicrystals Inc.
6) Lite-On Technology Corporation
7) Luminus Devices

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8) Microvision Inc.
9) Optoma Technology Inc
10) Opus Microsystems Corporation
11) Samsung Electronics Co., Ltd.
12) Sony Corporation
13) STMicroelectronics N.V.
14) Sumitomo Electric Industries Ltd.
15) Syndiant Inc
16) Texas Instruments Inc.
17) Wowwee Group Limited

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List Of Tables

LIST OF TABLES

Pico projector - Industry Summary & Critical Success Factors (CSFs)
Global pico projector market (Volume & Revenue), 2012 - 2020
Global pico projector market volume by region, 2012 - 2020 (Million Units)
Global pico projector market revenue by region, 2012 - 2020 (USD Million)
Global pico projector market volume by product, 2012 - 2020 (Million Units)
Global pico projector market revenue by product, 2012 - 2020 (USD Million)
Global standalone projector market demand, 2012 - 2020 (Million Units)
Global standalone projector market demand by region, 2012 - 2020 (Million Units)
Global standalone projector market demand, 2012 - 2020 (USD Million)
Global standalone projector market demand by region, 2012 - 2020 (USD Million)
Global embedded projector market demand, 2012 - 2020 (Million Units)
Global embedded projector market demand by region, 2012 - 2020 (Million Units)
Global embedded projector market demand, 2012 - 2020 (USD Million)
Global embedded projector market demand by region, 2012 - 2020 (USD Million)
Global media player projector market demand, 2012 - 2020 (Million Units)
Global media player projector market demand by region, 2012 - 2020 (Million Units)
Global media player projector market demand, 2012 - 2020 (USD Million)
Global media player projector market demand by region, 2012 - 2020 (USD Million)
Global USB projector market demand, 2012 - 2020 (Million Units)
Global USB projector market demand by region, 2012 - 2020 (Million Units)
Global USB projector market demand, 2012 - 2020 (USD Million)
Global USB projector market demand by region, 2012 - 2020 (USD Million)
Global laser projector market demand, 2012 - 2020 (Million Units)
Global laser projector market demand by region, 2012 - 2020 (Million Units)
Global laser projector market demand, 2012 - 2020 (USD Million)
Global laser projector market demand by region, 2012 - 2020 (USD Million)
North America pico projector market by product, 2012 - 2020 (Million Units)
North America pico projector market by product, 2012 - 2020 (USD Million)
Europe Pico pico projector market by product, 2012 - 2020 (Million Units)
Europe Pico pico projector market by product, 2012 - 2020 (USD Million)
Asia Pacific pico projector market by product, 2012 - 2020 (Million Units)
Asia Pacific pico projector market by product, 2012 - 2020 (USD Million)
RoW Pico projector market by product, 2012 - 2020 (Million Units)
RoW Pico projector market by product, 2012 - 2020 (USD Million)

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List Of Figures

LIST OF FIGURES

Pico Projector Market Segmentation
Global Pico Projector Market (Volume & Revenue), 2012 - 2020
Pico projector Value Chain Analysis
Pico projector Market Dynamics
Pico projector Company Market Share Analysis, 2013
Key Opportunities Prioritized
Industry Analysis - Porter's
Pico projector PESTEL analysis, 2013
Pico projector market share by product, 2012 & 2020
Global standalone projector market (Volume & Revenue), 2012 - 2020
Global embedded projector market (Volume & Revenue), 2012 - 2020
Global media player projector market (Volume & Revenue), 2012 - 2020
Global USB projector market (Volume & Revenue), 2012 - 2020
Global laser projector market (Volume & Revenue), 2012 - 2020
Pico projector market share by region, 2012 & 2020
North America pico projector market, by product, 2012 - 2020 (Million Units)
North America pico projector market, by product, 2012 - 2020 (USD Million)
Europe pico projector market, by product, 2012 - 2020 (Million Units)
Europe pico projector market, by product, 2012 - 2020 (USD Million)
Asia Pacific pico projector market, by product, 2012 - 2020 (Million Units)
Asia Pacific pico projector market, by product, 2012 - 2020 (USD Million)
RoW pico projector market, by product, 2012 - 2020 (Million Units)
RoW pico projector market, by product, 2012 - 2020 (USD Million)

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