

Asia Pacific Smart TV Market Analysis (2017-2023)

<https://marketpublishers.com/r/AB60F4AA168EN.html>

Date: November 2017

Pages: 77

Price: US\$ 1,500.00 (Single User License)

ID: AB60F4AA168EN

Abstracts

The Asia Pacific Smart TV Market would witness market growth of 8.8% CAGR during the forecast period (2017 – 2023). The 4K display technology is recommended for larger TV sets for enhanced picture quality. Smaller screen sizes might not fully come with the capability of representing the improvements in the picture quality which is delivered by the 4K technology. Consumers today are not hesitant to invest on 65- Inch TV sets as the prices are relatively insignificant. The spending on next-generation large screen televisions would witness significant rise in the regions.

Based on Resolution, the market report segments the market into HDTV, Full HDTV, 4K UHD, and Others. Based on Screen Type, the Asia Pacific Smart TV market segments the market into Curved and Flat. Based on Screen Size, the market report segments the market into Below 32 inches, 32 to 45 inches, 46 to 55 inches, 56 to 65 inches, and Above 65 inches. Based on Countries, the Asia Pacific Smart TV market segments the market into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the competition analysis of key stake holders of the Asia Pacific Smart TV Market. Key companies profiled in the report include Haier Group Corporation, Videocon Industries Limited, LG Electronics, Inc., Panasonic Corporation, Samsung Electronics Co. Ltd., Sony Corporation, Toshiba Corporation, LeEco, Koninklijke Philips N.V., and Sansui Electric Co. Ltd.

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Smart TV Market to reach a market in Asia Pacific is expected to register a CAGR of 8.8% during the forecast period (2017 – 2023) – KBV Research

According to a new report Asia Pacific Smart TV Market, published by KBV research, the Asia Pacific Smart TV Market would witness market growth of 8.8% CAGR during the forecast period (2017 – 2023).

The HDTV market holds the largest market share in Asia Pacific Smart TV Market by Resolution in 2016, and would continue to be a dominant market till 2023. The Full HDTV market is expected to witness a CAGR of 9.8% during (2017 - 2023). Additionally, the 4K UHD market is expected to witness a CAGR of 9.4% during (2017 - 2023).

The China market holds the largest market share in Asia Pacific Smart TV in 32 to 45 inches Market by Country in 2016, and would continue to be a dominant market till 2023; growing at a CAGR of 7.8 % during the forecast period.

The Japan market is expected to witness a CAGR of 8.1% during (2017 - 2023) in Asia Pacific Smart TV in 46 to 55 inches Market. Additionally, The India market is expected to witness a CAGR of 10.5% during (2017 - 2023) in Asia Pacific Smart TV in 56 to 65 inches Market.

The Flat market holds the largest market share in Singapore Smart TV Market by Screen Type in 2016, and would continue to be a dominant market till 2023; growing at a CAGR of 8.7 % during the forecast period. The Curved market would garner market share in \$2,044.6 million by 2023.

The market research report has exhaustive quantitative insights providing a clear picture of the market potential in various segments across the countries in the region. The key impacting factors of the Asia Pacific Smart TV Market have been discussed in the report with the elaborated company profiles of Haier Group Corporation, Videocon Industries Limited, LG Electronics, Inc., Panasonic Corporation, Samsung Electronics Co. Ltd., Sony Corporation, Toshiba Corporation, LeEco, Koninklijke Philips N.V., and Sansui Electric Co. Ltd.

Asia Pacific Smart TV Market Segmentation

By Resolution

HDTV

Full HDTV

4K UHD

Others

By Screen Type

Curved

Flat

By Screen Size

Below 32 inches

32 to 45 inches

46 to 55 inches

56 to 65 inches

Above 65 inches

By Country

China Smart TV Market

Japan Smart TV Market

India Smart TV Market

South Korea Smart TV Market

Singapore Smart TV Market

Malaysia Smart TV Market

Rest of Asia Pacific Smart TV Market

Companies Profiled

Haier Group Corporation

Videocon Industries Limited

LG Electronics, Inc.

Panasonic Corporation

Samsung Electronics Co. Ltd.

Sony Corporation

Toshiba Corporation

LeEco

Koninklijke Philips N.V.

Sansui Electric Co. Ltd.

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