

# 2017-2022 India Smart TV Market Report (Status and Outlook)

https://marketpublishers.com/r/26D9C3B2DD9EN.html

Date: May 2017

Pages: 110

Price: US\$ 3,360.00 (Single User License)

ID: 26D9C3B2DD9EN

### **Abstracts**

The report requires updating with new data and is sent in 48 hours after order is placed.

The Smart TV market size will be XX million (USD) in 2022 in India, from the XX million (USD) in 2016, with a CAGR (Compound Annual Growth Rate) XX% from 2016 to 2022.

In India market, the top players include

Samsung Electronics
LG Electronics
Sony
Panasonic
Sharp
Vizio
Toshiba
Hisense
TCL

Skyworth



ChangHong
KONKA
Letv
Philips
Funai
This report with sales, revenue and market share for each type, split by product ypes/category, covering
LCD
PDP
LED&OLED
SED
This report focuses on sales, market share and growth rate of Smart TV in each application, split by applications/end use industries, covers
Game
Education
Life
Tool
News reader
Music



Movie and television

Social networking services

others



#### **Contents**

#### 1 SMART TV MARKET OVERVIEW

- 1.1 Product Overview and Scope of Smart TV
- 1.2 Smart TV Market Segment by Types
  - 1.2.1 India Smart TV Sales Present Situation and Outlook by Types (2012-2022)
  - 1.2.2 India Smart TV Sales Market Share by Types in 2016
  - 1.2.3 LCD
  - 1.2.4 PDP
  - **1.2.5 LED&OLED**

#### **SED**

- 1.3 India Smart TV Market Segment by Applications/End Use Industries
- 1.3.1 India Smart TV Sales Present Situation and Outlook by Applications/End Industrials (2012-2022)
  - 1.3.2 India Smart TV Sales Market Share by Applications/End Industrials in 2016
  - 1.3.3 Game
  - 1.3.4 Education
  - 1.3.5 Life
  - 1.3.6 Tool
  - 1.3.7 News reader
  - 1.3.8 Music
  - 1.3.9 Movie and television
  - 1.3.10 Social networking services

#### others

- 1.4 India Smart TV Overview and Market Size (Value) (2012-2022)
  - 1.4.1 India Market Smart TV Overview
- 1.4.2 India Smart TV Market Size (Value and Volume) Status and Forecast (2012-2022)

### 2 INDIA SMART TV SALES, REVENUE (VALUE) AND MARKET SHARE BY PLAYERS/MANUFACTURERS

- 2.1 India Smart TV Sales and Market Share (2012-2017) by Vendors/Manufacturers
- 2.2 India Smart TV Revenue and Market Share by Vendors (2012-2017)
- 2.3 India Smart TV Average Price by Vendors in 2016
- 2.4 India Smart TV Manufacturing Base Distribution, Sales Area, Product Types by



#### Vendors

- 2.5 Smart TV Market Competitive Situation and Trends
  - 2.5.1 Smart TV Market Concentration Rate
  - 2.5.2 Smart TV Market Share of Top 3 and Top 5 Vendors
  - 2.5.3 Mergers & Acquisitions, Expansion

## 3 INDIA SMART TV SALES, REVENUE (VALUE) BY TYPE AND APPLICATION (2012-2017)

- 3.1 India Smart TV Sales, Revenue, Market Share and Price by Type (2012-2017)
  - 3.1.1 India Smart TV Sales and Market Share by Type (2012-2017)
  - 3.1.2 India Smart TV Revenue and Market Share by Type (2012-2017)
  - 3.1.3 India Smart TV Price by Type (2012-2017)
- 3.2 India Smart TV Sales and Market Share by Application (2012-2017)
- 3.3 India Market Smart TV Sales, Revenue (Million USD), Price and Gross Margin (2012-2017)

#### 4 INDIA SMART TV VENDORS/MANUFACTURERS PROFILES AND SALES DATA

- 4.1 Samsung Electronics
- 4.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.1.2 Smart TV Product Types, Application and Specification
    - 4.1.2.1 Type
    - 4.1.2.2 Type
- 4.1.3 Samsung Electronics Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.1.4 Main Business/Business Overview
- 4.2 LG Electronics
- 4.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.2.2 Smart TV Product Types, Application and Specification
    - 4.2.2.1 Type
    - 4.2.2.2 Type
  - 4.2.3 LG Electronics Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.2.4 Main Business/Business Overview
- 4.3 Sony
- 4.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors



- 4.3.2 Smart TV Product Types, Application and Specification
  - 4.3.2.1 Type
  - 4.3.2.2 Type
- 4.3.3 Sony Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
- 4.3.4 Main Business/Business Overview
- 4.4 Panasonic
- 4.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.4.2 Smart TV Product Types, Application and Specification
    - 4.4.2.1 Type
    - 4.4.2.2 Type
  - 4.4.3 Panasonic Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.4.4 Main Business/Business Overview
- 4.5 Sharp
- 4.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.5.2 Smart TV Product Types, Application and Specification
    - 4.5.2.1 Type
    - 4.5.2.2 Type
  - 4.5.3 Sharp Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.5.4 Main Business/Business Overview
- 4.6 Vizio
- 4.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.6.2 Smart TV Product Types, Application and Specification
  - 4.6.2.1 Type
  - 4.6.2.2 Type
  - 4.6.3 Vizio Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.6.4 Main Business/Business Overview
- 4.7 Toshiba
- 4.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.7.2 Smart TV Product Types, Application and Specification
    - 4.7.2.1 Type
    - 4.7.2.2 Type
  - 4.7.3 Toshiba Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.7.4 Main Business/Business Overview
- 4.8 Hisense
  - 4.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its



#### Competitors

- 4.8.2 Smart TV Product Types, Application and Specification
  - 4.8.2.1 Type
  - 4.8.2.2 Type
- 4.8.3 Hisense Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
- 4.8.4 Main Business/Business Overview
- 4.9 TCL
- 4.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.9.2 Smart TV Product Types, Application and Specification
    - 9.9.2.1 Type
    - 9.9.2.2 Type
  - 4.9.3 TCL Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.9.4 Main Business/Business Overview
- 4.10 Skyworth
- 4.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.10.2 Smart TV Product Types, Application and Specification
    - 4.10.2.1 Type
    - 4.10.2.2 Type
  - 4.10.3 Skyworth Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.10.4 Main Business/Business Overview
- 4.11 ChangHong
- 4.11.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.11.2 Smart TV Product Types, Application and Specification
    - 4.11.2.1 Type
    - 4.11.2.2 Type
  - 4.11.3 ChangHong Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.11.4 Main Business/Business Overview
- **4.12 KONKA**
- 4.12.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.12.2 Smart TV Product Types, Application and Specification
    - 4.12.2.1 Type
    - 4.12.2.2 Type
  - 4.12.3 KONKA Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.12.4 Main Business/Business Overview
- 4.13 Letv



# 4.13.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

- 4.13.2 Smart TV Product Types, Application and Specification
  - 4.13.2.1 Type
  - 4.13.2.2 Type
- 4.13.3 Letv Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
- 4.13.4 Main Business/Business Overview
- 4.14 Philips
- 4.14.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.14.2 Smart TV Product Types, Application and Specification
    - 4.14.2.1 Type
  - 4.14.2.2 Type
  - 4.14.3 Philips Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.14.4 Main Business/Business Overview
- 4.15 Funai
- 4.15.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 4.15.2 Smart TV Product Types, Application and Specification
    - 4.15.2.1 Type
    - 4.15.2.2 Type
  - 4.15.3 Funai Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)
  - 4.15.4 Main Business/Business Overview

#### **5 PRODUCTION COST ANALYSIS OF SMART TV**

- 5.1 Main Raw Materials of Smart TV
  - 5.1.1 List of Smart TV Main Raw Materials
  - 5.1.2 Smart TV Main Raw Materials Price Analysis
  - 5.1.3 Smart TV Raw Materials Major Suppliers
  - 5.1.4 Smart TV Main Raw Materials Market Concentration Rate
- 5.2 Production Cost Structure of Smart TV
  - 5.2.1 Raw Materials
  - 5.2.2 Labor Cost
  - 5.2.3 Production Expenses
- 5.3 Smart TV Manufacturing Process/Method

#### 6 VALUE CHAIN, PURCHASING STRATEGY AND DOWNSTREAM BUYERS



- 6.1 Smart TV Value Chain Analysis
- 6.2 Upstream Raw Materials Purchasing
- 6.3 Raw Materials Sources of Smart TV Major Vendors in 2016
- 6.4 Downstream Buyers

#### 7 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 7.1 Sales Channel
  - 7.1.1 Direct Sales
  - 7.1.2 Indirect Sales
  - 7.1.3 Sales Channel Development Trend
- 7.2 Product Market Positioning
  - 7.2.1 Pricing Strategy
  - 7.2.2 Brand Strategy
  - 7.2.3 Target Client
- 7.3 Smart TV Distributors/Traders List in India

#### **8 MARKET INFLUENCES FACTORS ANALYSIS**

- 8.1 Changes from the Related Industries
- 8.2 Substitutes Threat
- 8.3 Customer Preference Change
- 8.4 Economic/Political Environmental Change
- 8.5 Upstream and Downstream Fluctuation

#### 9 INDIA SMART TV MARKET FORECAST (2017-2022)

- 9.1 India Smart TV Sales, Revenue and Price Forecast (2017-2022)
- 9.1.1 India Smart TV Sales and Growth Rate Forecast (2017-2022)
- 9.1.2 India Smart TV Revenue and Growth Rate Forecast (2017-2022)
- 9.1.3 India Smart TV Price Trend Forecast (2017-2022)
- 9.2 India Smart TV Sales Forecast by Type (2017-2022)
- 9.3 India Smart TV Sales Forecast by Application (2017-2022)

#### 10 RESEARCH FINDINGS AND CONCLUSION

#### 11 APPENDIX

#### 11.1 Methodology



11.2 Data Source



#### **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Picture of Smart TV

Table Product Specifications of Smart TV

Figure India Smart TV Sales (volume) for Each Type (2012-2022)

Figure India Smart TV Sales Market Share by Types in 2016

Table Types of Smart TV

Figure Product Picture of LCD

Table Major Players of LCD

Figure Product Picture of PDP

Table Major Players of PDP

Figure Product Picture of LED&OLED

Table Major Players of LED&OLED

Figure Product Picture of SED

Table Major Players of SED

Figure India Smart TV Sales Present Situation and Outlook by Applications (2012-2022)

Figure India Smart TV Sales Market Share by Applications/End Industrials in 2016

Table Applications of Smart TV

Figure Game Examples

Figure Education Examples

Figure Life Examples

Figure Tool Examples

Figure News reader Examples

Figure Music Examples

Figure Movie and television Examples

Figure Social networking services Examples

Figure others Examples

Figure India Smart TV Revenue (Million USD) Status and Forecast (2012-2022)

Figure India Smart TV Sales (Volume) Status and Forecast (2012-2022)

Table India Smart TV Sales by Vendors (2012-2017)

Table India Smart TV Sales Market Share (%) by Vendors (2012-2017)

Figure India Smart TV Sales Share by Vendors in 2016

Figure India Smart TV Sales Share by Vendors in 2017

Table India Smart TV Revenue (Million USD) by Vendors (2012-2017)

Table India Smart TV Revenue Market Share (%) by Vendors (2012-2017)

Figure India Smart TV Revenue Share by Vendors in 2016

Figure India Smart TV Revenue Share by Vendors in 2017



Figure India Smart TV Average Price by Vendors in 2016

Table India Smart TV Manufacturing Base Distribution and Sales Area by Vendors

Table Vendors Smart TV Product Types

Figure Smart TV Market Share of Top 3 Vendors

Figure Smart TV Market Share of Top 5 Vendors

Table India Smart TV Sales by Type (2012-2017)

Table India Smart TV Sales and Market Share by Type (2012-2017)

Figure India Smart TV Sales Market Share by Type 2016

Figure 2016 India Smart TV Sales Market Share by Type

Table India Smart TV Revenue (Million USD) by Type (2012-2017)

Table India Smart TV Revenue Market Share by Type (2012-2017)

Figure India Smart TV Revenue Market Share by Type 2016

Figure 2016 India Smart TV Revenue Market Share by Type

Table India Smart TV Price by Type (2012-2017)

Table India Smart TV Sales by Application (2012-2017)

Table India Smart TV Sales and Market Share by Application (2012-2017)

Figure India Smart TV Sales Market Share by Application (2012-2017)

Figure 2016 India Smart TV Sales Market Share by Application

Table India Market Smart TV Sales, Revenue (Million USD), Price and Gross Margin (2012-2017)

Table Samsung Electronics Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Samsung Electronics Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Samsung Electronics Smart TV Market Share (2012-2017)

Table LG Electronics Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table LG Electronics Smart TV Sales, Revenue, Price and Gross Margin (2012-2017) Figure LG Electronics Smart TV Market Share (2012-2017)

Table Sony Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Sony Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Sony Smart TV Market Share (2012-2017)

Table Panasonic Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Panasonic Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Panasonic Smart TV Market Share (2012-2017)

Table Sharp Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Sharp Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Sharp Smart TV Market Share (2012-2017)



Table Vizio Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Vizio Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Vizio Smart TV Market Share (2012-2017)

Table Toshiba Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Toshiba Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Toshiba Smart TV Market Share (2012-2017)

Table Hisense Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Hisense Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Hisense Smart TV Market Share (2012-2017)

Table TCL Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table TCL Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure TCL Smart TV Market Share (2012-2017)

Table Skyworth Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Skyworth Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Skyworth Smart TV Market Share (2012-2017)

Table ChangHong Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table ChangHong Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure ChangHong Smart TV Market Share (2012-2017)

Table KONKA Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table KONKA Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure KONKA Smart TV Market Share (2012-2017)

Table Letv Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Letv Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Letv Smart TV Market Share (2012-2017)

Table Philips Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Philips Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Philips Smart TV Market Share (2012-2017)

Table Funai Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Funai Smart TV Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Funai Smart TV Market Share (2012-2017)

Table Production Base and Market Concentration Rate of Raw Material

Figure Smart TV Main Raw Materials Price Trend

Table Smart TV Raw Materials Major Suppliers List

Figure Production Cost Structure of Smart TV

Figure Smart TV Manufacturing Process/Method

Figure Smart TV Value Chain Analysis

Table Raw Materials Sources of Smart TV Major Vendors in 2016

Table Major Buyers of Smart TV



Table Smart TV Distributors/Traders List in India

Figure India Smart TV Sales and Growth Rate Forecast (2017-2022)

Figure India Smart TV Revenue and Growth Rate Forecast (2017-2022)

Figure India Smart TV Price Trend Forecast (2017-2022)

Table India Smart TV Sales Forecast by Type (2017-2022)

Figure India Smart TV Sales Market Share Forecast by Type (2017-2022)

Figure India Smart TV Sales Market Share Forecast by Type in 2022

Table India Smart TV Sales Forecast by Application (2017-2022)

Figure India Smart TV Sales Market Share Forecast by Application (2017-2022)

Figure India Smart TV Sales Market Share Forecast by Application in 2022



#### I would like to order

Product name: 2017-2022 India Smart TV Market Report (Status and Outlook)

Product link: https://marketpublishers.com/r/26D9C3B2DD9EN.html

Price: US\$ 3,360.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

### **Payment**

First name: Last name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/26D9C3B2DD9EN.html">https://marketpublishers.com/r/26D9C3B2DD9EN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

To place an order via fax simply print this form, fill in the information below and fax the completed form to  $+44\ 20\ 7900\ 3970$ 

& Conditions at https://marketpublishers.com/docs/terms.html

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms