

2018-2023 Global 3DTV Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global 3DTV market for 2018-2023.

3D television (3DTV) is television that conveys depth perception to the viewer by employing techniques such as stereoscopic display, multi-view display, 2D-plus-depth, or any other form of 3D display. Most modern 3D television sets use an active shutter 3D system or a polarized 3D system, and some are auto stereoscopic without the need of glasses. 3DTV are to be discontinued in 2017 due to low consumer demand. LG and Sony were the last manufacturers to build the product.

China was the largest market with a market share of 31.94% in 2012 and 40.78% in 2017 with an increase of 8.84%. Korea and Japan ranked the second and third markets with the market share of 25.13% and 18.75% in 2016.

The 3DTV industry had been increased a few time from its very first beginning. While in recent few years, it has been decreased because of the constraints of the market. First, the customer experience is not good, which results in consumers' less interest in this product. Second, lacking of 3D content. Third, high cost of full experience, which is also one of the constraints

The manufacturers are better find their own characteristics, pay attention to their R&D, improve product and service quality, improve customer's experience, establish the whole eco-system of the industry, and good brand communication. Following the market trends, access to greater competitive advantage, concerning more on their customer experience and services to get a bigger market share.

Over the next five years, LPI(LP Information) projects that 3DTV will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth

opportunities of 3DTV market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Non-glass Free

Glass-Free

Segmentation by application:

Household

Commercial

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Samsung

LG Corp

Sony Corp

Sharp Corp

Toshiba Corp

Vizio

Videocon Industries Ltd

Hisense

TCL

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global 3DTV consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of 3DTV market by identifying its various subsegments.

Focuses on the key global 3DTV manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the 3DTV with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of 3DTV submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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