

2018-2023 Global Television Consumption Market Report

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Abstracts

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

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

Television (TV) is a telecommunication medium used for transmitting moving images in monochrome, or in colour, and in two or three dimensions and sound. The term can refer to a television set, a television program ('TV show'), or the medium of television transmission. Television is a mass medium for advertising, entertainment and news. There is rising demand from customers to upgrade their television technology, which is expected to significantly drive the market during the forecast period. Moreover, booming e-commerce industry and rising disposable income of consumers are further anticipated to contribute to the growing sales of televisions across the country in the coming years.

Over the next five years, LPI(LP Information) projects that Television 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 Television 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:

Conventional/Non-Internet TVs

Smart/Internet TVs

Segmentation by application:

Offline Retail

Direct/Institutional Sales

Online Retail

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:

Hisense

LG Electronics

Panasonic

Samsung Electronics

Sony

Toshiba

Philips

Sharp

Vizio

Mitsubishi TV

Sanyo

TCL

Hitachi

JVC

Skyworth

Haier

Pioneer

Changhong

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 Television 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 Television market by identifying its various subsegments.

Focuses on the key global Television 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 Television 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 Television 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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