

# Global TV Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

<https://marketpublishers.com/r/GB333A8BF885EN.html>

Date: December 2021

Pages: 125

Price: US\$ 3,500.00 (Single User License)

ID: GB333A8BF885EN

## Abstracts

Based on the TV market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global TV market covered in Chapter 5:

Samsung

Panasonic

Toshiba

Sony

LG

## TCL

In Chapter 6, on the basis of types, the TV market from 2015 to 2025 is primarily split into:

- LED
- OLED
- LCD
- Plasma

In Chapter 7, on the basis of applications, the TV market from 2015 to 2025 covers:

- Household
- Commercial

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

- United States

- Canada

- Mexico

Europe (Covered in Chapter 10)

- Germany

- UK

- France

- Italy

- Spain

- Russia

- Others

Asia-Pacific (Covered in Chapter 11)

- China

- Japan

- South Korea

- Australia

- India

South America (Covered in Chapter 12)

- Brazil

Argentina  
Columbia  
Middle East and Africa (Covered in Chapter 13)  
UAE  
Egypt  
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

## Contents

### **1 MARKET OVERVIEW**

- 1.1 Product Definition and Market Characteristics
- 1.2 Global TV Market Size
- 1.3 Market Segmentation
- 1.4 Global Macroeconomic Analysis
- 1.5 SWOT Analysis

### **2. MARKET DYNAMICS**

- 2.1 Market Drivers
- 2.2 Market Constraints and Challenges
- 2.3 Emerging Market Trends
- 2.4 Impact of COVID-19
  - 2.4.1 Short-term Impact
  - 2.4.2 Long-term Impact

### **3 ASSOCIATED INDUSTRY ASSESSMENT**

- 3.1 Supply Chain Analysis
- 3.2 Industry Active Participants
  - 3.2.1 Suppliers of Raw Materials
  - 3.2.2 Key Distributors/Retailers
- 3.3 Alternative Analysis
- 3.4 The Impact of Covid-19 From the Perspective of Industry Chain

### **4 MARKET COMPETITIVE LANDSCAPE**

- 4.1 Industry Leading Players
- 4.2 Industry News
  - 4.2.1 Key Product Launch News
  - 4.2.2 M&A and Expansion Plans

### **5 ANALYSIS OF LEADING COMPANIES**

- 5.1 Samsung
  - 5.1.1 Samsung Company Profile

- 5.1.2 Samsung Business Overview
- 5.1.3 Samsung TV Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
- 5.1.4 Samsung TV Products Introduction
- 5.2 Panasonic
  - 5.2.1 Panasonic Company Profile
  - 5.2.2 Panasonic Business Overview
  - 5.2.3 Panasonic TV Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.2.4 Panasonic TV Products Introduction
- 5.3 Toshiba
  - 5.3.1 Toshiba Company Profile
  - 5.3.2 Toshiba Business Overview
  - 5.3.3 Toshiba TV Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.3.4 Toshiba TV Products Introduction
- 5.4 Sony
  - 5.4.1 Sony Company Profile
  - 5.4.2 Sony Business Overview
  - 5.4.3 Sony TV Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.4.4 Sony TV Products Introduction
- 5.5 LG
  - 5.5.1 LG Company Profile
  - 5.5.2 LG Business Overview
  - 5.5.3 LG TV Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.5.4 LG TV Products Introduction
- 5.6 TCL
  - 5.6.1 TCL Company Profile
  - 5.6.2 TCL Business Overview
  - 5.6.3 TCL TV Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.6.4 TCL TV Products Introduction

## **6 MARKET ANALYSIS AND FORECAST, BY PRODUCT TYPES**

- 6.1 Global TV Sales, Revenue and Market Share by Types (2015-2020)
  - 6.1.1 Global TV Sales and Market Share by Types (2015-2020)
  - 6.1.2 Global TV Revenue and Market Share by Types (2015-2020)
  - 6.1.3 Global TV Price by Types (2015-2020)
- 6.2 Global TV Market Forecast by Types (2020-2025)

- 6.2.1 Global TV Market Forecast Sales and Market Share by Types (2020-2025)
- 6.2.2 Global TV Market Forecast Revenue and Market Share by Types (2020-2025)
- 6.3 Global TV Sales, Price and Growth Rate by Types (2015-2020)
  - 6.3.1 Global TV Sales, Price and Growth Rate of LED
  - 6.3.2 Global TV Sales, Price and Growth Rate of OLED
  - 6.3.3 Global TV Sales, Price and Growth Rate of LCD
  - 6.3.4 Global TV Sales, Price and Growth Rate of Plasma
- 6.4 Global TV Market Revenue and Sales Forecast, by Types (2020-2025)
  - 6.4.1 LED Market Revenue and Sales Forecast (2020-2025)
  - 6.4.2 OLED Market Revenue and Sales Forecast (2020-2025)
  - 6.4.3 LCD Market Revenue and Sales Forecast (2020-2025)
  - 6.4.4 Plasma Market Revenue and Sales Forecast (2020-2025)

## **7 MARKET ANALYSIS AND FORECAST, BY APPLICATIONS**

- 7.1 Global TV Sales, Revenue and Market Share by Applications (2015-2020)
  - 7.1.1 Global TV Sales and Market Share by Applications (2015-2020)
  - 7.1.2 Global TV Revenue and Market Share by Applications (2015-2020)
- 7.2 Global TV Market Forecast by Applications (2020-2025)
  - 7.2.1 Global TV Market Forecast Sales and Market Share by Applications (2020-2025)
  - 7.2.2 Global TV Market Forecast Revenue and Market Share by Applications (2020-2025)
- 7.3 Global Revenue, Sales and Growth Rate by Applications (2015-2020)
  - 7.3.1 Global TV Revenue, Sales and Growth Rate of Household (2015-2020)
  - 7.3.2 Global TV Revenue, Sales and Growth Rate of Commercial (2015-2020)
- 7.4 Global TV Market Revenue and Sales Forecast, by Applications (2020-2025)
  - 7.4.1 Household Market Revenue and Sales Forecast (2020-2025)
  - 7.4.2 Commercial Market Revenue and Sales Forecast (2020-2025)

## **8 MARKET ANALYSIS AND FORECAST, BY REGIONS**

- 8.1 Global TV Sales by Regions (2015-2020)
- 8.2 Global TV Market Revenue by Regions (2015-2020)
- 8.3 Global TV Market Forecast by Regions (2020-2025)

## **9 NORTH AMERICA TV MARKET ANALYSIS**

- 9.1 Market Overview and Prospect Analysis
- 9.2 North America TV Market Sales and Growth Rate (2015-2020)

9.3 North America TV Market Revenue and Growth Rate (2015-2020)

9.4 North America TV Market Forecast

9.5 The Influence of COVID-19 on North America Market

9.6 North America TV Market Analysis by Country

9.6.1 U.S. TV Sales and Growth Rate

9.6.2 Canada TV Sales and Growth Rate

9.6.3 Mexico TV Sales and Growth Rate

## **10 EUROPE TV MARKET ANALYSIS**

10.1 Market Overview and Prospect Analysis

10.2 Europe TV Market Sales and Growth Rate (2015-2020)

10.3 Europe TV Market Revenue and Growth Rate (2015-2020)

10.4 Europe TV Market Forecast

10.5 The Influence of COVID-19 on Europe Market

10.6 Europe TV Market Analysis by Country

10.6.1 Germany TV Sales and Growth Rate

10.6.2 United Kingdom TV Sales and Growth Rate

10.6.3 France TV Sales and Growth Rate

10.6.4 Italy TV Sales and Growth Rate

10.6.5 Spain TV Sales and Growth Rate

10.6.6 Russia TV Sales and Growth Rate

## **11 ASIA-PACIFIC TV MARKET ANALYSIS**

11.1 Market Overview and Prospect Analysis

11.2 Asia-Pacific TV Market Sales and Growth Rate (2015-2020)

11.3 Asia-Pacific TV Market Revenue and Growth Rate (2015-2020)

11.4 Asia-Pacific TV Market Forecast

11.5 The Influence of COVID-19 on Asia Pacific Market

11.6 Asia-Pacific TV Market Analysis by Country

11.6.1 China TV Sales and Growth Rate

11.6.2 Japan TV Sales and Growth Rate

11.6.3 South Korea TV Sales and Growth Rate

11.6.4 Australia TV Sales and Growth Rate

11.6.5 India TV Sales and Growth Rate

## **12 SOUTH AMERICA TV MARKET ANALYSIS**

- 12.1 Market Overview and Prospect Analysis
- 12.2 South America TV Market Sales and Growth Rate (2015-2020)
- 12.3 South America TV Market Revenue and Growth Rate (2015-2020)
- 12.4 South America TV Market Forecast
- 12.5 The Influence of COVID-19 on South America Market
- 12.6 South America TV Market Analysis by Country
  - 12.6.1 Brazil TV Sales and Growth Rate
  - 12.6.2 Argentina TV Sales and Growth Rate
  - 12.6.3 Columbia TV Sales and Growth Rate

## **13 MIDDLE EAST AND AFRICA TV MARKET ANALYSIS**

- 13.1 Market Overview and Prospect Analysis
- 13.2 Middle East and Africa TV Market Sales and Growth Rate (2015-2020)
- 13.3 Middle East and Africa TV Market Revenue and Growth Rate (2015-2020)
- 13.4 Middle East and Africa TV Market Forecast
- 13.5 The Influence of COVID-19 on Middle East and Africa Market
- 13.6 Middle East and Africa TV Market Analysis by Country
  - 13.6.1 UAE TV Sales and Growth Rate
  - 13.6.2 Egypt TV Sales and Growth Rate
  - 13.6.3 South Africa TV Sales and Growth Rate

## **14 CONCLUSIONS AND RECOMMENDATIONS**

- 14.1 Key Market Findings and Prospects
- 14.2 Advice for Investors

## **15 APPENDIX**

- 15.1 Methodology
- 15.2 Research Data Source



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Product Picture

Figure Global TV Market Size and Growth Rate 2015-2025

Table TV Key Market Segments

Figure Global TV Market Revenue (\$) Segment by Type from 2015-2020

Figure Global TV Market Revenue (\$) Segment by Applications from 2015-2020

Table SWOT Analysis

Figure Global COVID-19 Status

Figure Supply Chain

Table Major Players Headquarters, and Service Area of TV

Table Major Players Revenue in 2019

Figure Major Players Revenue Share in 2019

Table Samsung Company Profile

Table Samsung Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Samsung Production and Growth Rate

Figure Samsung Market Revenue (\$) Market Share 2015-2020

Table Panasonic Company Profile

Table Panasonic Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Panasonic Production and Growth Rate

Figure Panasonic Market Revenue (\$) Market Share 2015-2020

Table Toshiba Company Profile

Table Toshiba Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Toshiba Production and Growth Rate

Figure Toshiba Market Revenue (\$) Market Share 2015-2020

Table Sony Company Profile

Table Sony Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Sony Production and Growth Rate

Figure Sony Market Revenue (\$) Market Share 2015-2020

Table LG Company Profile

Table LG Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure LG Production and Growth Rate

Figure LG Market Revenue (\$) Market Share 2015-2020

Table TCL Company Profile

Table TCL Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure TCL Production and Growth Rate

Figure TCL Market Revenue (\$) Market Share 2015-2020

Table Global TV Sales by Types (2015-2020)

Table Global TV Sales Share by Types (2015-2020)

Table Global TV Revenue (\$) by Types (2015-2020)

Table Global TV Revenue Share by Types (2015-2020)

Table Global TV Price (\$) by Types (2015-2020)

Table Global TV Market Forecast Sales by Types (2020-2025)

Table Global TV Market Forecast Sales Share by Types (2020-2025)

Table Global TV Market Forecast Revenue (\$) by Types (2020-2025)

Table Global TV Market Forecast Revenue Share by Types (2020-2025)

Figure Global LED Sales and Growth Rate (2015-2020)

Figure Global LED Price (2015-2020)

Figure Global OLED Sales and Growth Rate (2015-2020)

Figure Global OLED Price (2015-2020)

Figure Global LCD Sales and Growth Rate (2015-2020)

Figure Global LCD Price (2015-2020)

Figure Global Plasma Sales and Growth Rate (2015-2020)

Figure Global Plasma Price (2015-2020)

Figure Global TV Market Revenue (\$) and Growth Rate Forecast of LED (2020-2025)

Figure Global TV Sales and Growth Rate Forecast of LED (2020-2025)

Figure Global TV Market Revenue (\$) and Growth Rate Forecast of OLED (2020-2025)

Figure Global TV Sales and Growth Rate Forecast of OLED (2020-2025)

Figure Global TV Market Revenue (\$) and Growth Rate Forecast of LCD (2020-2025)

Figure Global TV Sales and Growth Rate Forecast of LCD (2020-2025)

Figure Global TV Market Revenue (\$) and Growth Rate Forecast of Plasma (2020-2025)

Figure Global TV Sales and Growth Rate Forecast of Plasma (2020-2025)

Table Global TV Sales by Applications (2015-2020)

Table Global TV Sales Share by Applications (2015-2020)

Table Global TV Revenue (\$) by Applications (2015-2020)

Table Global TV Revenue Share by Applications (2015-2020)

Table Global TV Market Forecast Sales by Applications (2020-2025)

Table Global TV Market Forecast Sales Share by Applications (2020-2025)

Table Global TV Market Forecast Revenue (\$) by Applications (2020-2025)

Table Global TV Market Forecast Revenue Share by Applications (2020-2025)  
Figure Global Household Sales and Growth Rate (2015-2020)  
Figure Global Household Price (2015-2020)  
Figure Global Commercial Sales and Growth Rate (2015-2020)  
Figure Global Commercial Price (2015-2020)  
Figure Global TV Market Revenue (\$) and Growth Rate Forecast of Household (2020-2025)  
Figure Global TV Sales and Growth Rate Forecast of Household (2020-2025)  
Figure Global TV Market Revenue (\$) and Growth Rate Forecast of Commercial (2020-2025)  
Figure Global TV Sales and Growth Rate Forecast of Commercial (2020-2025)  
Figure Global TV Sales and Growth Rate (2015-2020)  
Table Global TV Sales by Regions (2015-2020)  
Table Global TV Sales Market Share by Regions (2015-2020)  
Figure Global TV Sales Market Share by Regions in 2019  
Figure Global TV Revenue and Growth Rate (2015-2020)  
Table Global TV Revenue by Regions (2015-2020)  
Table Global TV Revenue Market Share by Regions (2015-2020)  
Figure Global TV Revenue Market Share by Regions in 2019  
Table Global TV Market Forecast Sales by Regions (2020-2025)  
Table Global TV Market Forecast Sales Share by Regions (2020-2025)  
Table Global TV Market Forecast Revenue (\$) by Regions (2020-2025)  
Table Global TV Market Forecast Revenue Share by Regions (2020-2025)  
Figure North America TV Market Sales and Growth Rate (2015-2020)  
Figure North America TV Market Revenue and Growth Rate (2015-2020)  
Figure North America TV Market Forecast Sales (2020-2025)  
Figure North America TV Market Forecast Revenue (\$) (2020-2025)  
Figure North America COVID-19 Status  
Figure U.S. TV Market Sales and Growth Rate (2015-2020)  
Figure Canada TV Market Sales and Growth Rate (2015-2020)  
Figure Mexico TV Market Sales and Growth Rate (2015-2020)  
Figure Europe TV Market Sales and Growth Rate (2015-2020)  
Figure Europe TV Market Revenue and Growth Rate (2015-2020)  
Figure Europe TV Market Forecast Sales (2020-2025)  
Figure Europe TV Market Forecast Revenue (\$) (2020-2025)  
Figure Europe COVID-19 Status  
Figure Germany TV Market Sales and Growth Rate (2015-2020)  
Figure United Kingdom TV Market Sales and Growth Rate (2015-2020)  
Figure France TV Market Sales and Growth Rate (2015-2020)

Figure Italy TV Market Sales and Growth Rate (2015-2020)  
Figure Spain TV Market Sales and Growth Rate (2015-2020)  
Figure Russia TV Market Sales and Growth Rate (2015-2020)  
Figure Asia-Pacific TV Market Sales and Growth Rate (2015-2020)  
Figure Asia-Pacific TV Market Revenue and Growth Rate (2015-2020)  
Figure Asia-Pacific TV Market Forecast Sales (2020-2025)  
Figure Asia-Pacific TV Market Forecast Revenue (\$) (2020-2025)  
Figure Asia Pacific COVID-19 Status  
Figure China TV Market Sales and Growth Rate (2015-2020)  
Figure Japan TV Market Sales and Growth Rate (2015-2020)  
Figure South Korea TV Market Sales and Growth Rate (2015-2020)  
Figure Australia TV Market Sales and Growth Rate (2015-2020)  
Figure India TV Market Sales and Growth Rate (2015-2020)  
Figure South America TV Market Sales and Growth Rate (2015-2020)  
Figure South America TV Market Revenue and Growth Rate (2015-2020)  
Figure South America TV Market Forecast Sales (2020-2025)  
Figure South America TV Market Forecast Revenue (\$) (2020-2025)  
Figure Brazil TV Market Sales and Growth Rate (2015-2020)  
Figure Argentina TV Market Sales and Growth Rate (2015-2020)  
Figure Columbia TV Market Sales and Growth Rate (2015-2020)  
Figure Middle East and Africa TV Market Sales and Growth Rate (2015-2020)  
Figure Middle East and Africa TV Market Revenue and Growth Rate (2015-2020)  
Figure Middle East and Africa TV Market Forecast Sales (2020-2025)  
Figure Middle East and Africa TV Market Forecast Revenue (\$) (2020-2025)  
Figure UAE TV Market Sales and Growth Rate (2015-2020)  
Figure Egypt TV Market Sales and Growth Rate (2015-2020)  
Figure South Africa TV Market Sales and Growth Rate (2015-2020)

## I would like to order

Product name: Global TV Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

Product link: <https://marketpublishers.com/r/GB333A8BF885EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GB333A8BF885EN.html>

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

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

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

