

Global Laser Video Display Market Research and Forecast, 2018-2023

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Abstracts

Laser video displays are capable of wide color expression and varieties that can be formed by choosing the wavelength of laser sources design. It forms images by using three distinct wavelengths red, green and blue. Global laser video display market is expected to witness a significant growth rate during the forecast period (2018-2023). Factors motivating the growth of this market include the increase in demand for large displays and for various digital advertising of products at shopping malls, airports and coffee shops. The high cost of laser video displays is one of the major restraining factors which hinder the growth of this market. However, the rise in demand of virtual reality, 3D holographic displays and better viewing experience displays as compared to conventional displays are creating enormous opportunities for the market in near future.

Geographically laser video display market is divided into North America, Europe, Asia Pacific (APAC) and rest of the world (RoW). APAC region has the largest market share for laser video display due to the presence of a large number of laser display manufacturer in the region. North America is expected to have a significant market share due to a rise in demand of large-screen video display in providing better viewing experiences. Europe is expected to have a lucrative growth in this market. The rising demand for laser display for commercial and home uses mainly for entertainment and advertising purpose are the major reasons for market growth in this region. The major countries that will contribute to the market are the UK, Germany, Spain, France, and Italy.

The global players in the laser video display market include Samsung, Sony, LG, Hitachi, Toshiba. The strategy adopted in these companies are continuous investments in R&D which made them progress over the past several years in producing better displays. Continuous improvement on laser video display sensors helps the market

player to offers high-value products at low-cost. To sustain in the market, these players adopt few strategies such as merger & acquisition, collaboration & partnership, product launch and so on. For instance, in January 2018 LG launched LG HU80KA a new laser projector which enables in better viewing experience with 4K video quality.

RESEARCH METHODOLOGY

The market study of global laser video display market is incorporated by extensive primary and secondary research conducted by the research team at OMR. Secondary research has been conducted to refine the available data to breakdown the market in various segments, derive total market size, market forecast and growth rate. Different approaches have been worked on to derive the market value and market growth rate. Our team collects facts and data related to the market from different geography to provide a better regional outlook. In the report, country-level analysis is provided by analyzing various regional players, regional tax laws and policies, consumer behavior and macroeconomic factors. Numbers extracted from secondary research have been authenticated by conducting proper primary research. It includes tracking down key people from the industry and interviewing them to validate the data. This enables our analyst to derive the closest possible figures without any major deviations in the actual number. Our analysts try to contact as many executives, managers, key opinion leaders, and industry experts. Primary research brings the authenticity in our reports.

SECONDARY SOURCES INCLUDE

Financial reports of companies involved in the market

Authentic public databases such as international laser display association, laser-illuminated projector association and so on.

Whitepapers, research-papers and news blogs

Company websites and their product catalog.

The report is intended for display manufacturers, investment companies, government organizations for overall market analysis and competitive analysis. The report provides an in-depth analysis of pricing, market size, intended quality of the product preferred by consumers. The report will serve as a source for 360-degree analysis of the market thoroughly integrating with delivering insights into the market for better business

decisions.

MARKET SEGMENTATION

Global Laser video display market is segmented on the basis of regional outlook and following segments:

1. Global laser video display market research and analysis, by laser type
2. Global laser video display market research and analysis, by technology
3. Global laser video display market research and analysis, by application
4. Global laser video display market research and analysis, by display type

THE REPORT COVERS

Comprehensive research methodology of global laser video display market.

This report also includes a detailed and extensive market overview with key analyst insights.

An exhaustive analysis of macro and micro factors influencing the market guided by key recommendations.

Analysis of regional regulations and other government policies impacting the global laser video display market.

Insights about market determinants which are stimulating the global laser video display market.

Detailed and extensive market segments with regional distribution of forecasted revenues.

Extensive profiles and recent developments of market players.

Contents

1. REPORT SUMMARY

1.1. RESEARCH METHODS AND TOOLS

1.2. MARKET BREAKDOWN

1.2.1. BY SEGMENTS

1.2.2. BY GEOGRAPHY

1.2.3. BY STAKEHOLDERS

2. MARKET OVERVIEW AND INSIGHTS

2.1. DEFINITION

2.2. ANALYST INSIGHTS & CURRENT MARKET TRENDS

2.2.1. KEY FINDINGS

2.2.2. RECOMMENDATION

2.2.3. CONCLUSION

2.3. REGULATION

2.3.1.1. UNITED STATES

2.3.1.2. EUROPEAN UNION

2.3.1.3. CHINA

2.3.1.4. INDIA

3. MARKET DETERMINANT

3.1. MOTIVATORS

3.1.1. INCREASING DEMAND FOR LASER PROJECTORS

3.1.2. INCREASING DEMAND FOR HIGH RESOLUTION TV SCREENS

3.1.3. GROWING DEMAND OF INFOTAINMENT DEVICES

3.1.4. TECHNOLOGICAL SHIFT TOWARDS PRODUCTION OF MICRO AND NANO DEVICES

3.1.5. ADVANCEMENT IN DISPLAY TECHNOLOGY

3.2. RESTRAINT

3.2.1. HIGH COST

3.2.2. LIMITED ACCESS TO RARE EARTH METALS.

3.2.3. HIGH POWER CONSUMPTION

3.2.4. PRESENCE OF ALTERNATIVES SUCH AS LED DISPLAY

3.3. OPPORTUNITY

3.3.1. RISE IN PRODUCT DIFFERENTIATION DONE THROUGH TECHNOLOGICAL

INNOVATION

3.3.2. TECHNOLOGICAL ADVANCEMENT IN INTERPOLATION TECHNOLOGY

4. MARKET SEGMENTATION

4.1. GLOBAL LASER VIDEO DISPLAY MARKET, BY LASER TYPE

- 4.1.1. SOLID-STATE
- 4.1.2. LIQUID
- 4.1.3. GAS
- 4.1.4. SEMICONDUCTOR

4.2. GLOBAL LASER VIDEO DISPLAY MARKET, BY APPLICATION

- 4.2.1. CONSUMER ELECTRONICS
- 4.2.2. AUTOMOBILE INDUSTRY
- 4.2.3. MEDIA AND ENTERTAINMENT
- 4.2.4. OTHERS

4.3. GLOBAL LASER VIDEO DISPLAY MARKET, BY DISPLAY TYPE

- 4.3.1. TV DISPLAY
- 4.3.2. LAPTOP DISPLAY
- 4.3.3. MOBILE DISPLAY
- 4.3.4. CAMERA DISPLAY
- 4.3.5. PROJECTORS

5. COMPETITIVE LANDSCAPE

- 5.1. KEY STRATEGIES
- 5.2. KEY COMPANY ANALYSIS

6. REGIONAL ANALYSIS

- 6.1. NORTH AMERICA
 - 6.1.1. UNITED STATES
 - 6.1.2. CANADA
- 6.2. EUROPE
 - 6.2.1. UK
 - 6.2.2. GERMANY
 - 6.2.3. SPAIN
 - 6.2.4. FRANCE
 - 6.2.5. ITALY
 - 6.2.6. REST OF EUROPE

6.3. ASIA PACIFIC

6.3.1. INDIA

6.3.2. CHINA

6.3.3. JAPAN

6.3.4. REST OF APAC

6.4. REST OF THE WORLD

7. COMPANY PROFILES

7.1. BARCO N.V.

7.2. BENQ CORPORATION.

7.3. CHRISTIE DIGITAL SYSTEMS USA, INC

7.4. DELL CORPORATION

7.5. DELTA ELECTRONICS, INC.

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7.7. EPSON AMERICA, INC.

7.8. FARO TECHNOLOGIES UK LTD

7.9. HISENSE CO., LTD.

7.10. HITACHI LTD.

7.11. LASER DISPLAY TECHNOLOGY GMBH

7.12. LG ELECTRONICS INC.

7.13. LIFEWIRE

7.14. MICROVISION, INC.

7.15. MITSUBISHI ELECTRIC CORPORATION

7.16. OPTOMA CORPORATION

7.17. PANGOLIN LASER SYSTEM INC.

7.18. SAMSUNG ELECTRONICS CO., LTD.

7.19. SONY CORPORATION

7.20. TOSHIBA CORPORATION

7.21. VIRTEK VISION INTERNATIONAL INC.

7.22. Z-LASER OPTOELECTRONICS GMBH

List Of Tables

LIST OF TABLES

- TABLE # 1 GLOBAL LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY LASER TYPE, 2017-2023(\$ MILLION)
- TABLE # 2 GLOBAL SOLID-STATE MARKET RESEARCH AND ANALYSIS 2017-2023(\$ MILLION)
- TABLE # 3 GLOBAL LIQUID MARKET RESEARCH AND ANALYSIS 2017-2023(\$ MILLION)
- TABLE # 4 GLOBAL GAS MARKET RESEARCH AND ANALYSIS 2017-2023(\$ MILLION)
- TABLE # 5 GLOBAL SEMICONDUCTOR MARKET RESEARCH AND ANALYSIS 2017-2023(\$ MILLION)
- TABLE # 6 GLOBAL LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY APPLICATION, 2017-2023(\$ MILLION)
- TABLE # 7 GLOBAL CONSUMER ELECTRONIC MARKET RESEARCH AND ANALYSIS, 2017-2023(\$ MILLION)
- TABLE # 8 GLOBAL AUTOMOBILE MARKET RESEARCH AND ANALYSIS, 2017-2023(\$ MILLION)
- TABLE # 9 GLOBAL MEDIA AND ENTERTAINMENT MARKET RESEARCH AND ANALYSIS, 2017-2023(\$ MILLION)
- TABLE # 10 GLOBAL OTHER MARKET RESEARCH AND ANALYSIS, 2017-2023(\$ MILLION)
- TABLE # 11 GLOBAL LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY DISPLAY TYPE, 2017-2023(\$ MILLION)
- TABLE # 12 GLOBAL TV DISPLAY MARKET RESEARCH AND ANALYSIS, 2017-2023(\$ MILLION)
- TABLE # 13 GLOBAL LAPTOP DISPLAY MARKET RESEARCH AND ANALYSIS, 2017-2023(\$ MILLION)
- TABLE # 14 GLOBAL MOBILE DISPLAY MARKET RESEARCH AND ANALYSIS, 2017-2023(\$ MILLION)
- TABLE # 15 GLOBAL PROJECTORS MARKET RESEARCH AND ANALYSIS, 2017-2023(\$ MILLION)
- TABLE # 16 GLOBAL CAMERA DISPLAY MARKET RESEARCH AND ANALYSIS, 2017-2023(\$ MILLION)
- TABLE # 17 GLOBAL OTHER MARKET RESEARCH AND ANALYSIS, 2017-2023(\$ MILLION)
- TABLE # 18 NORTH AMERICA LASER VIDEO DISPLAY MARKET RESEARCH AND

ANALYSIS BY GEOGRAPHY, 2017-2023(\$ MILLION)

TABLE # 19 NORTH AMERICA LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY LASER TYPE, 2017-2023(\$ MILLION)

TABLE # 20 NORTH AMERICA LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY APPLICATION, 2017-2023(\$ MILLION)

TABLE # 21 NORTH AMERICA LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY DISPLAY TYPE, 2017-2023(\$ MILLION)

TABLE # 22 EUROPE LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY GEOGRAPHY, 2017-2023(\$ MILLION)

TABLE # 23 EUROPE LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY LASER TYPE, 2017-2023(\$ MILLION)

TABLE # 24 EUROPE LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY APPLICATION, 2017-2023(\$ MILLION)

TABLE # 25 EUROPE LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY DISPLAY TYPE, 2017-2023(\$ MILLION)

TABLE # 26 ASIA PACIFIC LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY GEOGRAPHY, 2017-2023(\$ MILLION)

TABLE # 27 ASIA PACIFIC LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY LASER TYPE, 2017-2023(\$ MILLION)

TABLE # 28 ASIA PACIFIC LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY APPLICATION, 2017-2023(\$ MILLION)

TABLE # 29 ASIA PACIFIC LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY DISPLAY TYPE, 2017-2023(\$ MILLION)

TABLE # 30 REST OF THE WORLD LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY LASER TYPE, 2017-2023(\$ MILLION)

TABLE # 31 REST OF THE WORLD LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY APPLICATION, 2017-2023(\$ MILLION)

TABLE # 32 REST OF THE WORLD LASER VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY DISPLAY TYPE, 2017-2023(\$ MILLION)

List Of Figures

LIST OF FIGURES

FIGURE # 1 GLOBAL LASER VIDEO DISPLAY MARKET SHARE BY LASER TYPE, 2017 VS 2023(IN %)

FIGURE # 2 GLOBAL VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY APPLICATION, 2017-2023(\$ MILLION)

FIGURE # 3 GLOBAL VIDEO DISPLAY MARKET RESEARCH AND ANALYSIS BY DISPLAY TYPE, 2017-2023(\$ MILLION)

FIGURE # 4 NORTH AMERICA LASER VIDEO DISPLAY MARKET SIZE, 2017-2023(\$ MILLION)

FIGURE # 5 UNITED STATES LASER VIDEO DISPLAY MARKET SIZE, 2017-2023(\$ MILLION)

FIGURE # 6 CANADA LASER VIDEO DISPLAY MARKET SIZE, 2017-2023(\$ MILLION)

FIGURE # 7 EUROPE LASER VIDEO DISPLAY MARKET SIZE, 2017-2023 (\$ MILLION)

FIGURE # 8 UK LASER VIDEO DISPLAY MARKET SIZE, 2017-2023 (\$ MILLION)

FIGURE # 9 GERMANY LASER VIDEO DISPLAY MARKET SIZE, 2017-2023 (\$ MILLION)

FIGURE # 10 SPAIN LASER VIDEO DISPLAY MARKET SIZE, 2017-2023 (\$ MILLION)

FIGURE # 11 FRANCE LASER VIDEO DISPLAY MARKET SIZE, 2017-2023 (\$ MILLION)

FIGURE # 12 ITALY LASER VIDEO DISPLAY MARKET SIZE, 2017-2023 (\$ MILLION)

FIGURE # 13 REST OF EUROPE LASER VIDEO DISPLAY MARKET SIZE, 2017-2023 (\$ MILLION)

FIGURE # 14 ASIA PASIFIC REGION LASER VIDEO DISPLAY MARKET SIZE, 2017-2023 (\$ MILLION)

FIGURE # 15 INDIA LASER VIDEO DISPLAY MARKET SIZE, 2017-2023 (\$ MILLION)

FIGURE # 16 CHINA LASER VIDEO DISPLAY MARKET SIZE, 2017-2023 (\$ MILLION)

FIGURE # 17 JAPAN LASER VIDEO DISPLAY MARKET SIZE, 2017-2023 (\$ MILLION)

FIGURE # 18 REST OF ASIA PACIFIC REGION LASER VIDEO DISPLAY MARKET SIZE, 2017-2023 (\$ MILLION)

FIGURE # 19 REST OF THE WORLD LASER VIDEO DISPLAY MARKET SIZE, 2017-2023 (\$ MILLION)

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