

Global Outdoor TV Sales Market Report 2018

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Abstracts

This report studies the global Outdoor TV market status and forecast, categorizes the global Outdoor TV market size (value & volume) by key players, type, application, and region.

This report focuses on the top players in North America, Europe, China, Japan, Southeast Asia India and Other regions (Middle East & Africa, Central & South America).

Outdoor TV is built to withstand the ever changing temperatures and lighting conditions of the great outdoors. The easy day/night dimming adjustment adapts to any lighting condition, from the brightest mid-day sun by the pool to the darkest night under the cabana. The TV panel offers a scratch resistant, anti-glare surface to provide a bright, crisp picture while reducing the negative effects of unwanted reflections and light sources. The television plays perfectly in a wide operating range from freezing cold 23F to a hot 122F degrees.

SunBriteTV, MirageVision and Seura captured the top three revenue share spots in the Outdoor TV market in 2015. SunBriteTV dominated with 25.20 percent revenue share, followed by MirageVision with 21.11 percent revenue share and Seura with 10.64 percent revenue share.

In the next five years, the global consumption of Outdoor TV will show upward tendency further, consumption is expected in 2020 will be 325255 Units. The average operating rate will remain at 84% to 90%.

In terms of the segment, the market for outdoor TVs is growing rapidly in commercial settings. In 2014 the commercial outdoor TVs amounted for 56.69% production share. Despite the presence of competition problems, due to the clear global recovery trend, investors are still optimistic about this area, in future still more new investment will enter into the field. Technology and cost are two major problems.

Although sales of Outdoor TV brought a lot of opportunities, for the new entrants with only advantage in capital without sufficient support in technology and downstream channels, the research group did not recommend taking risk the enter this market.

The global Outdoor TV market is valued at 690 million US\$ in 2017 and will reach 1360 million US\$ by the end of 2025, growing at a CAGR of 8.9% during 2018-2025.

The major players covered in this report

SunBriteTV

MirageVision

Seura

Platinum

SkyVue

Cinios

AquaLite TV

Peerless-AV

Oolaa

Luxurite

Geographically, this report studies the key regions, focuses on product sales, value, market share and growth opportunity in these regions, covering

United States

Europe

China

Japan

Southeast Asia

India

We can also provide the customized separate regional or country-level reports, for the following regions:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Indonesia

Singapore

Rest of Asia-Pacific

Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Central & South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Saudi Arabia

Turkey

Rest of Middle East & Africa

On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

32 Inch Size

40 Inch Size

42 Inch Size

46 Inch Size

47 Inch Size

50 Inch Size

55 Inch Size

60 Inch Size

65 Inch Size

? 70 Inch Size

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, including

Commercial

Residential

The study objectives of this report are:

To analyze and study the global Outdoor TV sales, value, status (2013-2017) and forecast (2018-2025);

To analyze the top players in North America, Europe, China, Japan, Southeast Asia and India, to study the sales, value and market share of top players in these regions.

Focuses on the key Outdoor TV players, to study the sales, value, market share and development plans in future.

Focuses on the global key manufacturers, to define, describe and analyze the market competition landscape, SWOT analysis.

To define, describe and forecast the market by type, application and region.

To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints and risks.

To identify significant trends and factors driving or inhibiting the market growth.

To analyze the opportunities in the market for stakeholders by identifying the high growth segments.

To strategically analyze each submarket with respect to individual growth trend and their contribution to the market

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.

In this study, the years considered to estimate the market size of Outdoor TV are as follows:

History Year: 2013-2017

Base Year: 2017

Estimated Year: 2018

Forecast Year 2018 to 2025

For the data information by region, company, type and application, 2017 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

Key Stakeholders

Outdoor TV Manufacturers

Outdoor TV Distributors/Traders/Wholesalers

Outdoor TV Subcomponent Manufacturers

Industry Association

Downstream Vendors

Available Customizations

With the given market data, QYResearch offers customizations according to the company's specific needs. The following customization options are available for the report:

Regional and country-level analysis of the Outdoor TV market, by end-use.

Detailed analysis and profiles of additional market players.

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