

Indian Television Market Outlook to 2015

<https://marketpublishers.com/r/I9F76220D31EN.html>

Date: June 2013

Pages: 45

Price: US\$ 800.00 (Single User License)

ID: I9F76220D31EN

Abstracts

Television market in India is one of the fastest growing segments of the consumer durable industry. The industry has witnessed a tremendous transformation, with the consumer preference changing from CRT televisions to flat panel televisions. In the advent of new technologies and frequent launches of innovative products, the market is growing at a significant pace.

According to “Indian Television Market Outlook to 2015”, a recent report by RNCOS, increasing income levels of Indian population, easy availability of financing and growing awareness on technologies mainly drive the Indian television market. With the entry of many foreign players along with their new and innovative product launches, the television market is further anticipated to grow at a CAGR of around 21% during 2013-2015.

Our research is an outcome of extensive primary & secondary research spanning over 3 months and thorough analysis of industry trends. For the study, we have conducted F2F and telephonic interviews with manufacturers, more than 200 television dealers and consumers all over India to embrace various aspects of the industry trends in the report.

The report segregates television industry into two segments – CRT and Flat Panel televisions. Our analysts have closely studied and provided volume wise market forecast till 2015 for both segments. In addition to this, the report provides bifurcation by region and size, for each segment to create a clearer picture of the demand pattern across the country. Moreover, the market share of major brands for each segment is also provided.

Besides, the report incorporates latest trends and drivers prevailing in the industry. Further, the flat panel television market has been divided into product types - LCD, LED and Plasma televisions. Detailed historic and future perspective has been provided with

volume wise market forecast till 2015 of all product types.

We have also included the prominent industry players such as Samsung India Electronics Pvt. Ltd., LG Electronics India Pvt. Ltd., Videocon Industries Ltd., and Sony India Pvt. Ltd. to provide a balanced research outlook of the industry. The section covers their business overview, strategic analysis, and recent developments.

Thus, the report covers all the important aspects of the Indian television market, which will prove decisive for the clients. Overall, the report is an outcome of extensive research and prudent analysis and is meant to offer suitable knowledge base to those who are interested in Indian television market.

Contents

1. ANALYST VIEW

2. RESEARCH METHODOLOGY

3. GROWTH DRIVERS

- 3.1 Expanding Consumer Base
- 3.2 Increasing Purchasing Power
- 3.3 Growing Private Consumption Expenditure

4. INDUSTRY TRENDS

- 4.1 Localization among Manufacturers on the Rise
- 4.2 Focus on Developing Greener Technologies
- 4.3 High Demand for Big Screen Televisions

5. TELEVISION INDUSTRY PERFORMANCE & FUTURE OUTLOOK TILL 2015

- 5.1 Current and Future Market Size by Volume
- 5.2 Regional Segmentation

6. MARKET SEGMENTATION

- 6.1 Flat Panel Television
 - 6.1.1 Current and Future Market Size by Volume
 - 6.1.2 Product Type - Current and Future Market Size by Volume
 - 6.1.2.1 LCD Television
 - 6.1.2.2 LED Television
 - 6.1.2.3 Plasma Television
 - 6.1.3 Regional Segmentation
 - 6.1.4 Market Share by Size
 - 6.1.5 Market Share by Brand
- 6.2 CRT Television
 - 6.2.1 Current and Future Market Size by Volume
 - 6.2.2 Regional Segmentation
 - 6.2.3 Market Share by Size
 - 6.2.4 Market Share by Brand

7. KEY PLAYERS

7.1 Samsung India Electronics Pvt. Ltd.

7.1.1 Business Overview

7.1.2 Strategic Analysis

7.1.3 Recent Developments

7.2 Videocon Industries Ltd.

7.2.1 Business Overview

7.2.2 Strategic Analysis

7.2.3 Recent Developments

7.3 LG Electronics India Pvt. Ltd.

7.3.1 Business Overview

7.3.2 Strategic Analysis

7.3.3 Recent Developments

7.4 Sony India Pvt. Ltd.

7.4.1 Business Overview

7.4.2 Strategic Analysis

7.4.3 Recent Developments

List Of Figures

LIST OF FIGURES:

- Figure 3-1: Population (Million), 2012-2015
- Figure 3-2: Per Head Personal Disposable Income (US\$), 2012-2015
- Figure 3-3: Private Consumption Expenditure (Billion US\$), 2012-2015
- Figure 5-1: Television Market (Million Units), 2012-2015
- Figure 5-2: Television Market by Region (%), 2012
- Figure 6-1: Flat Panel Television Market (Million Units), 2012-2015
- Figure 6-2: LCD Television Market (Million Units), 2012-2015
- Figure 6-3: LED Television Market (Million Units), 2012-2015
- Figure 6-4: Plasma TV Market (Million Units), 2012-2015
- Figure 6-5: Flat Panel Television Market by Region (%), 2012
- Figure 6-6: Flat Panel Television Market by Size (%), 2012
- Figure 6-7: Flat Panel Television Market by Player (%), 2012
- Figure 6-8: CRT Television Market (Million Units), 2012-2015
- Figure 6-9: CRT Television Market by Region (%), 2012
- Figure 6-10: CRT Television Market by Size (%), 2012
- Figure 6-11: CRT Television Market by Player (%), 2012

List Of Tables

LIST OF TABLES:

Table 3-1: Number of Households by Income Bracket (Million), 2012-2015

Table 7-1: Samsung India Electronics Pvt. Ltd. - Strengths & Weaknesses

Table 7-2: Videocon Industries Ltd. - Strengths & Weaknesses

Table 7-3: LG Electronics India Pvt. Ltd. - Strengths & Weaknesses

Table 7-4: Sony India Pvt. Ltd. - Strengths & Weaknesses

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