

Research Report on Southeast Asia Color TV Industry 2023-2032

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Abstracts

There is huge space for the development of color TV market in Southeast Asia. With the economic development of Southeast Asia, the living standard of residents has improved, the demand for entertainment has gradually grown, and the sales of color TVs have gradually climbed. At the same time, the cheap labor cost and relaxed policy environment in Southeast Asia have attracted global color TV manufacturers to transfer their production capacity to Southeast Asia. Take Vietnam as an example, Samsung, LG, TCL and other brands have built color TV production bases in Vietnam, and BOE and Shenzhen MTC Co., Ltd. also have color TV assembly plants in Vietnam. The investment of leading enterprises also promotes the position of Southeast Asia in the global color TV industry chain and penetrates upstream and high value-added R&D links.

Southeast Asia in this report includes 10 countries: Singapore, Thailand, Philippines, Malaysia, Indonesia, Vietnam, Myanmar, Brunei, Laos and Cambodia. With a total population of over 600 million by the end of 2021, Southeast Asia has an overall economic growth rate higher than the global average and is one of the key drivers of future global economic growth.

According to CRI's analysis, the economic levels of the 10 Southeast Asian countries vary greatly, with Singapore being the only developed country with a per capita GDP of about US\$73,000 in 2021. While Myanmar and Cambodia will have a GDP per capita of less than US\$2,000 in 2021. The population and minimum wage levels of each country also vary greatly. Brunei, which has the smallest population, will have a total population of less than 500,000 people in 2021, while Indonesia, which has the largest population, will have a population of about 275 million people in 2021.

CRI expects that the color TV industry in Southeast Asia will maintain growth from 2023-2032. On the one hand, the economic development in Southeast Asia, the penetration rate of color TV gradually increases, and the local market is rich in potential. On the other hand, global color TV manufacturers will shift their production capacity to Southeast Asia and export to the European and American markets, further promoting the development of Southeast Asia's color TV industry.

Topics covered:

Southeast Asia Color TV Industry Status and Major Sources in 2018-2022

What is the Impact of COVID-19 on Southeast Asia Color TV Industry?

Which Companies are the Major Players in Southeast Asia Color TV Industry Market and What are their Competitive Benchmarks?

Key Drivers and Market Opportunities in Southeast Asia Color TV Industry

What are the Key Drivers, Challenges, and Opportunities for Southeast Asia Color TV Industry during 2023-2032?

What is the Expected Revenue of Southeast Asia Color TV Industry during 2023-2032?

What are the Strategies Adopted by the Key Players in the Market to Increase Their Market Share in the Industry?

What are the Competitive Advantages of the Major Players in Southeast Asia Color TV Industry Market?

Which Segment of Southeast Asia Color TV Industry is Expected to Dominate the Market in 2032?

What are the Major Adverse Factors Facing Southeast Asia Color TV Industry?

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