

A Study of the Indian Flat Panel Television Market 2015

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Abstracts

Executive Summary

By 2025, it is expected that India is will become the fifth largest consumer durables market globally. The consumer durables industry is projected to double at 14.8% CAGR to reach approximately USD 12.5 billion in FY15 from USD 6.3 billion in FY10.

The Indian television market is shifting from the traditional cathode ray tube technology to LED, LCD and Plasma televisions. While in 2012 CRT sales stood at 7 million units and flat panels stood at 5 million units, in 2014 CRT sales were only 2.5 million units while flat panels sales stood at close to 9 million units. The flat panel TV market in India was valued at USD 3.55 billion in 2012 and is estimated to grow at a compound annual growth rate of 21.7% by 2015.

Factors such as increasing availability, affordable prices, increasing disposable incomes and rising number of nuclear families in is boosting the market. The presence of various multinational companies has increased the growth potential for the market, as these players are focusing on building capabilities in the Indian market.

Why should the report be purchased?

The report 'A Study of the Indian Flat Panel Television Market 2015' highlights key drivers of and trendsemerging in the Indian flat panel TV Market. Initiatives and performance of key players including Samsung, LG Electronics, Sony, Panasonic, Philips and Videocon has been presented. The current market scenario and future prospects of the sector has also been examined. The report also highlights the communication and advertising approach of the players. The report contains latest

industry leader's opinions.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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SRI is a research organization specializing in industry research reports and custom research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis. Undertaking in-depth secondary research we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

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