+44 20 8123 2220
info@marketpublishers.com

Outdoor TV Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Screen Size (Less than 40 inch, 40 inch to 50 inch, 50 inch to 70 inch, More than 70 inch), By Display Type (LCD, LED), By Sales Channel (Supermarkets/Hypermarkets, Multi Branded Stores, Online, Others), By Region & Competition, 2019-2029F

https://marketpublishers.com/r/O356323560AAEN.html
Date: August 2024
Pages: 180
Price: US$ 4,900.00 (Single User License)
ID: O356323560AAEN

Abstracts

Global Outdoor TV Market was valued at USD 303.14 million in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 11.83% through 2029. The global outdoor TV market has witnessed significant growth and evolution in recent years, driven by the increasing demand for high-quality entertainment solutions in outdoor settings. This market encompasses a diverse range of outdoor television options designed to withstand various weather conditions, making them ideal for applications such as residential outdoor entertainment spaces, commercial establishments, hospitality, and public venues.

Key drivers of the global outdoor TV market include the growing trend of creating outdoor living spaces, the rising popularity of backyard entertainment, and the increasing focus on enhancing customer experiences in commercial outdoor areas. These TVs offer a variety of features, such as weather resistance, high brightness, 4K and 8K resolutions, smart capabilities, and customized sizing, catering to a wide spectrum of customer preferences.

Manufacturers are continuously innovating to improve durability and image quality while incorporating smart technologies and connectivity options. Moreover, regional variations in weather conditions, consumer lifestyles, and the outdoor entertainment culture

contribute to market diversity. Geographically, North America and Europe have been significant markets, with Asia-Pacific witnessing a growing adoption of outdoor TVs.

As the global outdoor TV market continues to expand, competition among manufacturers intensifies, offering consumers an array of choices to elevate their outdoor entertainment experiences. The market's future growth is expected to be driven by technological advancements, increased consumer spending on outdoor leisure, and the expansion of outdoor venues for entertainment and hospitality.

Key Market Drivers

Rising Demand for Outdoor Entertainment Spaces

One of the primary drivers of the global outdoor TV market is the growing demand for outdoor entertainment spaces. People are increasingly looking to extend their indoor living spaces to the outdoors, creating dedicated areas for relaxation and entertainment. This trend has been amplified by factors such as the COVID-19 pandemic, which encouraged homeowners to invest in outdoor living spaces.

Outdoor TVs have become an integral part of these outdoor entertainment spaces, allowing individuals and families to enjoy their favorite shows, movies, sports events, and video games while basking in the fresh air. This demand has driven the need for outdoor TVs that are specifically designed to withstand outdoor conditions, including exposure to rain, dust, and temperature fluctuations. As a result, manufacturers have developed weather-resistant and durable outdoor TV solutions to cater to this growing demand.

Commercial and Hospitality Applications

The commercial and hospitality sectors have emerged as significant drivers of the global outdoor TV market. Restaurants, bars, hotels, resorts, and public venues are increasingly incorporating outdoor entertainment options to enhance the customer experience. Outdoor TVs are being used in these settings to attract patrons, increase the length of stay, and boost revenue.

Restaurants and bars, for example, install outdoor TVs to broadcast live sports events, turning their outdoor spaces into popular spots for game-day gatherings. Similarly, hotels and resorts use outdoor TVs near pools, patios, and dining areas to provide

+44 20 8123 2220
info@marketpublishers.com

guests with a luxurious and immersive experience. The demand for outdoor TVs in these commercial and hospitality applications is expected to continue growing as businesses seek to differentiate themselves and create unique outdoor settings to attract customers.

Advancements in Technology and Enhanced Features

Technological advancements have played a significant role in driving the global outdoor TV market. Outdoor TV manufacturers have made substantial progress in improving the quality of their products. These advancements include higher tesolutions, the introduction of 4K and 8K resolutions in outdoor TVs has enhanced picture quality, making outdoor viewing experiences more immersive and enjoyable.

High Brightness Displays: Outdoor TVs now feature high-brightness displays that are designed to combat glare and deliver vibrant visuals even in direct sunlight. This makes outdoor TVs suitable for various outdoor environments. Smart Features: Many outdoor TVs come with built-in smart features, including Wi-Fi connectivity, app support, and voice control. This allows users to stream content, connect to their smart home ecosystems, and access a range of online services directly on the outdoor TV.

Weather Resistance: Manufacturers have focused on improving the weather resistance of outdoor TVs, ensuring they can withstand rain, snow, heat, and cold. This has increased the durability and lifespan of outdoor TVs, making them a reliable investment for consumers. These technological advancements have not only improved the overall outdoor TV viewing experience but have also expanded the market's appeal to a wider range of consumers. As outdoor TVs become more feature-rich and technologically advanced, they are likely to attract a broader customer base.

Key Market Challenges

Weather and Environmental Factors

The most prominent challenge for the outdoor TV market is the impact of weather and environmental factors. Outdoor TVs are designed to be weather-resistant and withstand various conditions, including rain, snow, high humidity, extreme temperatures, and exposure to sunlight. However, even the most robust outdoor TVs may face challenges in extreme weather conditions. For instance, hurricanes, severe storms, or prolonged periods of extreme heat can stress the durability of outdoor TVs, potentially leading to damage and increased maintenance costs.

+44 20 8123 2220
info@marketpublishers.com

The environmental factors, such as air quality and pollution, can affect the longevity of outdoor TV components. Dust and airborne particles can accumulate on screens and internal components, reducing performance and requiring more frequent cleaning and maintenance. These environmental challenges may necessitate ongoing investments in product development to improve weather resistance and mitigate the impact of extreme conditions.

Competitive Landscape

The outdoor TV market has become increasingly competitive, with numerous manufacturers vying for market share. While competition can drive innovation and result in better products, it also poses challenges for both established and emerging players. The market's saturation with multiple brands and products can make it difficult for consumers to make informed choices.

Price wars and aggressive marketing strategies are also common in a competitive market. Manufacturers may reduce prices to attract customers, potentially affecting profit margins and long-term sustainability. Additionally, some manufacturers may compromise on quality to cut costs, leading to concerns about the reliability and durability of outdoor TVs. To thrive in this competitive landscape, companies must continually invest in research and development, product differentiation, and marketing strategies to stand out from the crowd.

Regulatory Compliance and Safety Standards

Compliance with regulatory and safety standards presents a challenge for the outdoor TV market, especially in regions with stringent requirements. Different countries and regions may have specific safety standards and certifications that outdoor TV manufacturers must meet to sell their products. Ensuring compliance can be time-consuming and costly, as it may require modifications to the design, materials, or components of outdoor TVs.

Meeting safety standards is crucial to protect consumers from potential hazards, such as electrical malfunctions or fire risks. Non-compliance can lead to legal issues, product recalls, and damage to a company's reputation. Additionally, navigating the complex web of international regulations can be challenging for manufacturers operating in the global market, as they must tailor their products to meet different standards in various regions.

+44 20 8123 2220
info@marketpublishers.com

As outdoor TVs become more feature-rich and technologically advanced, they may incorporate components like Wi-Fi and Bluetooth connectivity, raising concerns about data security and privacy. Manufacturers must address these issues to comply with data protection regulations and reassure customers about the safety of their devices.

Key Market Trends

Rise in Smart Outdoor TVs

The integration of smart technology into outdoor TVs is a prominent trend in the market. Smart outdoor TVs come equipped with internet connectivity, built-in streaming platforms, and app support. This trend aligns with the broader shift toward smart home ecosystems, allowing users to seamlessly extend their entertainment experience to their outdoor spaces.

With these smart features, outdoor TV users can access streaming services like Netflix, Amazon Prime Video, and Disney+, control their TVs via voice assistants, and even mirror content from their smartphones and tablets. This convenience is especially appealing to consumers who value connectivity and accessibility in their outdoor entertainment experiences. As smart outdoor TVs become more prevalent, manufacturers are focusing on enhancing user interfaces, expanding app libraries, and improving compatibility with various smart devices. This trend is expected to continue as consumers seek integrated, tech-savvy solutions for their outdoor entertainment needs.

4K and 8K Ultra-High-Definition Displays

The demand for higher-resolution displays is a prominent trend in the global outdoor TV market. While 4K (Ultra HD) displays have become more common, manufacturers are now introducing 8K outdoor TVs, which offer four times the resolution of 4K. These ultra-high-definition displays provide stunning image quality, increased clarity, and a more immersive viewing experience, making them an attractive choice for outdoor entertainment enthusiasts.

As content providers, including streaming services and broadcasters, continue to offer more 4K and 8K content, the demand for compatible outdoor TVs is expected to grow. However, it's worth noting that larger screen sizes typically benefit more from higher resolutions, so the adoption of 8K may be more significant in larger outdoor TV models.

+44 20 8123 2220
info@marketpublishers.com

This trend aligns with consumers' increasing expectations for visual excellence and the desire to replicate the cinematic experience in their outdoor spaces. Manufacturers are working to optimize color accuracy, brightness, and HDR (High Dynamic Range) capabilities to fully leverage the potential of 4K and 8K displays in outdoor environments.

Enhanced Brightness and Anti-Glare Technologies

High brightness and anti-glare features have become a fundamental trend in outdoor TVs. These technologies address the common challenge of outdoor viewing under direct sunlight. Outdoor TVs need to deliver vibrant, visible content even in bright conditions, making high brightness displays a critical element.

Manufacturers are equipping their outdoor TVs with displays that have a higher number of nits (a unit of brightness measurement). This ensures that outdoor TVs remain viewable and enjoyable, minimizing reflections and glare that can diminish the viewing experience. This trend is especially relevant in regions with abundant sunshine, and it is contributing to the growing popularity of outdoor TVs in areas with outdoor living spaces.

Enhanced anti-glare technologies, such as anti-reflective coatings and matte screen finishes, further reduce reflections and improve visibility. The combination of high brightness displays and anti-glare features enhances outdoor TV performance and ensures viewers can comfortably enjoy content in various lighting conditions.

Segmental Insights

Display Type Insights

LED (Light Emitting Diode) technology is emerging as a rapidly growing segment in the global outdoor TV market. LED outdoor TVs are gaining popularity due to their superior visual performance, energy efficiency, and durability. LED displays offer high brightness levels, ensuring excellent visibility even in direct sunlight, which is crucial for outdoor environments.

The energy-efficient nature of LED technology reduces power consumption, making it an eco-friendly choice while helping consumers cut down on energy costs. LED outdoor TVs are also known for their long lifespan, minimizing the need for frequent replacements. Furthermore, LED outdoor TVs come in various sizes and resolutions,

including 4K and 8K, providing consumers with a wide range of options to suit their specific needs. As the demand for outdoor entertainment spaces continues to rise, the adoption of LED technology in outdoor TVs is expected to expand, making it a significant and growing segment within the global outdoor TV market.

Sales Channel Insights

The online segment is rapidly growing in the global outdoor TV market. As e-commerce and online shopping become increasingly popular, more consumers are turning to online platforms to purchase outdoor TVs. This growth is fueled by several factors, including convenience, access to a broader product range, competitive pricing, and the ability to read customer reviews and compare specifications easily.

Online retailers and marketplaces offer a wide selection of outdoor TVs from various brands, making it easier for consumers to find the perfect model to suit their outdoor entertainment needs. Additionally, the convenience of doorstep delivery and flexible payment options has contributed to the appeal of online shopping for outdoor TVs. The global shift towards digitalization has accelerated during recent years, and the COVID-19 pandemic has further driven the demand for online shopping. With a surge in the adoption of e-commerce, the online segment is expected to continue growing, reshaping the way consumers access and purchase outdoor TVs in the global market.

Regional Insights

North America stand as the dominated region in the global outdoor TV market. Several factors contribute to its leading position in this market segment. First and foremost, the region experiences a significant demand for outdoor entertainment spaces, driven by a culture of outdoor living, extensive patios, decks, and pool areas, particularly in regions with temperate climates.

North American consumers highly value outdoor leisure and are increasingly investing in enhancing their outdoor living spaces, including the installation of outdoor TVs. This demand for outdoor entertainment solutions has spurred the growth of the outdoor TV market in the region. Moreover, North America boasts a thriving hospitality and commercial sector, with hotels, resorts, bars, restaurants, and public venues regularly incorporating outdoor TVs to attract and entertain guests. This widespread adoption of outdoor TVs in commercial and hospitality settings further fuels the market's dominance.

+44 20 8123 2220
info@marketpublishers.com

In addition to cultural and commercial factors, North American manufacturers have been at the forefront of outdoor TV technology, developing products that can withstand diverse weather conditions, contributing to the region's prominence in the global outdoor TV market.

Key Market Players

Peerless-AV Limited

Luxurite UK Limited

Yolo TV Limited

SunBriteTV, LLC

LG Electronics Inc.

Global Outdoor Concepts, Inc

S?ura, Inc.

SkyVue Inc.

Cinios Inc.

Evervue USA Inc.

Report Scope:

In this report, the Global Outdoor TV Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Outdoor TV Market, By Screen Size:

Less than 40 inch

40 inch to 50 inch

+44 20 8123 2220
info@marketpublishers.com

50 inch to 70 inch

More than 70 inch

Outdoor TV Market, By Display Type:

LCD

LED

Outdoor TV Market, By Sales Channel:

Supermarkets/Hypermarkets

Multi Branded Stores

Online

Others

Outdoor TV Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

+44 20 8123 2220
info@marketpublishers.com

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Argentina

Colombia

Brazil

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global

+44 20 8123 2220
info@marketpublishers.com

Outdoor TV Market.

Available Customizations:

Global Outdoor TV market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

+44 20 8123 2220
info@marketpublishers.com

Contents

1. INTRODUCTION

1.1. Product Overview
1.2. Key Highlights of the Report
1.3. Market Coverage
1.4. Market Segments Covered
1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

2.1. Objective of the Study
2.2. Baseline Methodology
2.3. Key Industry Partners
2.4. Major Association and Secondary Sources
2.5. Forecasting Methodology
2.6. Data Triangulation & Validation
2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

3.1. Market Overview
3.2. Market Forecast
3.3. Key Regions
3.4. Key Segments

4. VOICE OF CUSTOMER

4.1. Brand Awareness
4.2. Factors Influencing Purchase Decision
4.3. Sources of Information

5. GLOBAL OUTDOOR TV MARKET OUTLOOK

5.1. Market Size & Forecast
  5.1.1. By Value
5.2. Market Share & Forecast
  5.2.1. By Screen Size Market Share Analysis (Less than 40 inch, 40 inch to 50 inch, 50

+44 20 8123 2220
info@marketpublishers.com

inch to 70 inch, More than 70 inch)
5.2.2. By Display Type Market Share Analysis (LCD, LED)
5.2.3. By Sales Channel Market Share Analysis (Supermarkets/Hypermarkets, Multi Branded Stores, Online, Others)
5.2.4. By Regional Market Share Analysis
5.2.4.1. North America Market Share Analysis
5.2.4.2. Europe Market Share Analysis
5.2.4.3. Asia-Pacific Market Share Analysis
5.2.4.4. Middle East & Africa Market Share Analysis
5.2.4.5. South America Market Share Analysis
5.2.5. By Top 5 Companies Market Share Analysis, Others (2023)
5.3. Global Outdoor TV Market Mapping & Opportunity Assessment
5.3.1. By Screen Size Market Mapping & Opportunity Assessment
5.3.2. By Display Type Market Mapping & Opportunity Assessment
5.3.3. By Sales Channel Market Mapping & Opportunity Assessment
5.3.4. By Regional Market Mapping & Opportunity Assessment

6. NORTH AMERICA OUTDOOR TV MARKET OUTLOOK

6.1. Market Size & Forecast
6.1.1. By Value
6.2. Market Share & Forecast
6.2.1. By Screen Size Market Share Analysis
6.2.2. By Display Type Market Share Analysis
6.2.3. By Sales Channel Market Share Analysis
6.2.4. By Country Market Share Analysis
6.2.4.1. United States Outdoor TV Market Outlook
6.2.4.1.1. Market Size & Forecast
6.2.4.1.1.1. By Value
6.2.4.1.2. Market Share & Forecast
6.2.4.1.2.1. By Screen Size Market Share Analysis
6.2.4.1.2.2. By Display Type Market Share Analysis
6.2.4.1.2.3. By Sales Channel Market Share Analysis
6.2.4.2. Canada Outdoor TV Market Outlook
6.2.4.2.1. Market Size & Forecast
6.2.4.2.1.1. By Value
6.2.4.2.2. Market Share & Forecast
6.2.4.2.2.1. By Screen Size Market Share Analysis
6.2.4.2.2.2. By Display Type Market Share Analysis

+44 20 8123 2220
info@marketpublishers.com

6.2.4.2.2.3. By Sales Channel Market Share Analysis
6.2.4.3. Mexico Outdoor TV Market Outlook
6.2.4.3.1. Market Size & Forecast
6.2.4.3.1.1. By Value
6.2.4.3.2. Market Share & Forecast
6.2.4.3.2.1. By Screen Size Market Share Analysis
6.2.4.3.2.2. By Display Type Market Share Analysis
6.2.4.3.2.3. By Sales Channel Market Share Analysis

7. EUROPE OUTDOOR TV MARKET OUTLOOK

7.1. Market Size & Forecast
7.1.1. By Value
7.2. Market Share & Forecast
7.2.1. By Screen Size Market Share Analysis
7.2.2. By Display Type Market Share Analysis
7.2.3. By Sales Channel Market Share Analysis
7.2.4. By Country Market Share Analysis
7.2.4.1. France Outdoor TV Market Outlook
7.2.4.1.1. Market Size & Forecast
7.2.4.1.1.1. By Value
7.2.4.1.2. Market Share & Forecast
7.2.4.1.2.1. By Screen Size Market Share Analysis
7.2.4.1.2.2. By Display Type Market Share Analysis
7.2.4.1.2.3. By Sales Channel Market Share Analysis
7.2.4.2. United Kingdom Outdoor TV Market Outlook
7.2.4.2.1. Market Size & Forecast
7.2.4.2.1.1. By Value
7.2.4.2.2. Market Share & Forecast
7.2.4.2.2.1. By Screen Size Market Share Analysis
7.2.4.2.2.2. By Display Type Market Share Analysis
7.2.4.2.2.3. By Sales Channel Market Share Analysis
7.2.4.3. Italy Outdoor TV Market Outlook
7.2.4.3.1. Market Size & Forecast
7.2.4.3.1.1. By Value
7.2.4.3.2. Market Share & Forecast
7.2.4.3.2.1. By Screen Size Market Share Analysis
7.2.4.3.2.2. By Display Type Market Share Analysis
7.2.4.3.2.3. By Sales Channel Market Share Analysis

+44 20 8123 2220
info@marketpublishers.com

7.2.4.4. Germany Outdoor TV Market Outlook
7.2.4.4.1. Market Size & Forecast
7.2.4.4.1.1. By Value
7.2.4.4.2. Market Share & Forecast
7.2.4.4.2.1. By Screen Size Market Share Analysis
7.2.4.4.2.2. By Display Type Market Share Analysis
7.2.4.4.2.3. By Sales Channel Market Share Analysis
7.2.4.5. Spain Outdoor TV Market Outlook
7.2.4.5.1. Market Size & Forecast
7.2.4.5.1.1. By Value
7.2.4.5.2. Market Share & Forecast
7.2.4.5.2.1. By Screen Size Market Share Analysis
7.2.4.5.2.2. By Display Type Market Share Analysis
7.2.4.5.2.3. By Sales Channel Market Share Analysis

8. ASIA-PACIFIC OUTDOOR TV MARKET OUTLOOK

8.1. Market Size & Forecast
8.1.1. By Value
8.2. Market Share & Forecast
8.2.1. By Screen Size Market Share Analysis
8.2.2. By Display Type Market Share Analysis
8.2.3. By Sales Channel Market Share Analysis
8.2.4. By Country Market Share Analysis
8.2.4.1. China Outdoor TV Market Outlook
8.2.4.1.1. Market Size & Forecast
8.2.4.1.1.1. By Value
8.2.4.1.2. Market Share & Forecast
8.2.4.1.2.1. By Screen Size Market Share Analysis
8.2.4.1.2.2. By Display Type Market Share Analysis
8.2.4.1.2.3. By Sales Channel Market Share Analysis
8.2.4.2. India Outdoor TV Market Outlook
8.2.4.2.1. Market Size & Forecast
8.2.4.2.1.1. By Value
8.2.4.2.2. Market Share & Forecast
8.2.4.2.2.1. By Screen Size Market Share Analysis
8.2.4.2.2.2. By Display Type Market Share Analysis
8.2.4.2.2.3. By Sales Channel Market Share Analysis
8.2.4.3. Japan Outdoor TV Market Outlook

+44 20 8123 2220
info@marketpublishers.com

8.2.4.3.1. Market Size & Forecast
8.2.4.3.1.1. By Value
8.2.4.3.2. Market Share & Forecast
8.2.4.3.2.1. By Screen Size Market Share Analysis
8.2.4.3.2.2. By Display Type Market Share Analysis
8.2.4.3.2.3. By Sales Channel Market Share Analysis
8.2.4.4. Australia Outdoor TV Market Outlook
8.2.4.4.1. Market Size & Forecast
8.2.4.4.1.1. By Value
8.2.4.4.2. Market Share & Forecast
8.2.4.4.2.1. By Screen Size Market Share Analysis
8.2.4.4.2.2. By Display Type Market Share Analysis
8.2.4.4.2.3. By Sales Channel Market Share Analysis
8.2.4.5. South Korea Outdoor TV Market Outlook
8.2.4.5.1. Market Size & Forecast
8.2.4.5.1.1. By Value
8.2.4.5.2. Market Share & Forecast
8.2.4.5.2.1. By Screen Size Market Share Analysis
8.2.4.5.2.2. By Display Type Market Share Analysis
8.2.4.5.2.3. By Sales Channel Market Share Analysis
8.2.4.6. Indonesia Outdoor TV Market Outlook
8.2.4.6.1. Market Size & Forecast
8.2.4.6.1.1. By Value
8.2.4.6.2. Market Share & Forecast
8.2.4.6.2.1. By Screen Size Market Share Analysis
8.2.4.6.2.2. By Display Type Market Share Analysis
8.2.4.6.2.3. By Sales Channel Market Share Analysis

9. MIDDLE EAST & AFRICA OUTDOOR TV MARKET OUTLOOK

9.1. Market Size & Forecast
9.1.1. By Value
9.2. Market Share & Forecast
9.2.1. By Screen Size Market Share Analysis
9.2.2. By Display Type Market Share Analysis
9.2.3. By Sales Channel Market Share Analysis
9.2.4. By Country Market Share Analysis
9.2.4.1. South Africa Outdoor TV Market Outlook
9.2.4.1.1. Market Size & Forecast

+44 20 8123 2220
info@marketpublishers.com

9.2.4.1.1.1. By Value
9.2.4.1.2. Market Share & Forecast
9.2.4.1.2.1. By Screen Size Market Share Analysis
9.2.4.1.2.2. By Display Type Market Share Analysis
9.2.4.1.2.3. By Sales Channel Market Share Analysis
9.2.4.2. Saudi Arabia Outdoor TV Market Outlook
9.2.4.2.1. Market Size & Forecast
9.2.4.2.1.1. By Value
9.2.4.2.2. Market Share & Forecast
9.2.4.2.2.1. By Screen Size Market Share Analysis
9.2.4.2.2.2. By Display Type Market Share Analysis
9.2.4.2.2.3. By Sales Channel Market Share Analysis
9.2.4.3. UAE Outdoor TV Market Outlook
9.2.4.3.1. Market Size & Forecast
9.2.4.3.1.1. By Value
9.2.4.3.2. Market Share & Forecast
9.2.4.3.2.1. By Screen Size Market Share Analysis
9.2.4.3.2.2. By Display Type Market Share Analysis
9.2.4.3.2.3. By Sales Channel Market Share Analysis
9.2.4.4. Turkey Outdoor TV Market Outlook
9.2.4.4.1. Market Size & Forecast
9.2.4.4.1.1. By Value
9.2.4.4.2. Market Share & Forecast
9.2.4.4.2.1. By Screen Size Market Share Analysis
9.2.4.4.2.2. By Display Type Market Share Analysis
9.2.4.4.2.3. By Sales Channel Market Share Analysis

10. SOUTH AMERICA OUTDOOR TV MARKET OUTLOOK

10.1. Market Size & Forecast
10.1.1. By Value
10.2. Market Share & Forecast
10.2.1. By Screen Size Market Share Analysis
10.2.2. By Display Type Market Share Analysis
10.2.3. By Sales Channel Market Share Analysis
10.2.4. By Country Market Share Analysis
10.2.4.1. Argentina Outdoor TV Market Outlook
10.2.4.1.1. Market Size & Forecast
10.2.4.1.1.1. By Value

+44 20 8123 2220
info@marketpublishers.com

10.2.4.1.2. Market Share & Forecast
10.2.4.1.2.1. By Screen Size Market Share Analysis
10.2.4.1.2.2. By Display Type Market Share Analysis
10.2.4.1.2.3. By Sales Channel Market Share Analysis
10.2.4.2. Colombia Outdoor TV Market Outlook
10.2.4.2.1. Market Size & Forecast
10.2.4.2.1.1. By Value
10.2.4.2.2. Market Share & Forecast
10.2.4.2.2.1. By Screen Size Market Share Analysis
10.2.4.2.2.2. By Display Type Market Share Analysis
10.2.4.2.2.3. By Sales Channel Market Share Analysis
10.2.4.3. Brazil Outdoor TV Market Outlook
10.2.4.3.1. Market Size & Forecast
10.2.4.3.1.1. By Value
10.2.4.3.2. Market Share & Forecast
10.2.4.3.2.1. By Screen Size Market Share Analysis
10.2.4.3.2.2. By Display Type Market Share Analysis
10.2.4.3.2.3. By Sales Channel Market Share Analysis

11. MARKET DYNAMICS

11.1. Drivers
11.2. Challenges

12. IMPACT OF COVID-19 ON GLOBAL OUTDOOR TV MARKET

12.1. Impact Assessment Model
12.1.1. Key Segments Impacted
12.1.2. Key Region Impacted
12.1.3. Key Countries Impacted

13. MARKET TRENDS & DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles
14.1.1. Peerless-AV Limited
14.1.1.1. Company Details
14.1.1.2. Products

+44 20 8123 2220
info@marketpublishers.com

14.1.1.3. Financials (As Per Availability)
14.1.1.4. Key Market Focus & Geographical Presence
14.1.1.5. Recent Developments
14.1.1.6. Key Management Personnel
14.1.2. Luxurite UK Limited
14.1.2.1. Company Details
14.1.2.2. Products
14.1.2.3. Financials (As Per Availability)
14.1.2.4. Key Market Focus & Geographical Presence
14.1.2.5. Recent Developments
14.1.2.6. Key Management Personnel
14.1.3. Yolo TV Limited
14.1.3.1. Company Details
14.1.3.2. Products
14.1.3.3. Financials (As Per Availability)
14.1.3.4. Key Market Focus & Geographical Presence
14.1.3.5. Recent Developments
14.1.3.6. Key Management Personnel
14.1.4. SunBriteTV, LLC
14.1.4.1. Company Details
14.1.4.2. Products
14.1.4.3. Financials (As Per Availability)
14.1.4.4. Key Market Focus & Geographical Presence
14.1.4.5. Recent Developments
14.1.4.6. Key Management Personnel
14.1.5. LG Electronics Inc.
14.1.5.1. Company Details
14.1.5.2. Products
14.1.5.3. Financials (As Per Availability)
14.1.5.4. Key Market Focus & Geographical Presence
14.1.5.5. Recent Developments
14.1.5.6. Key Management Personnel
14.1.6. Global Outdoor Concepts, Inc
14.1.6.1. Company Details
14.1.6.2. Products
14.1.6.3. Financials (As Per Availability)
14.1.6.4. Key Market Focus & Geographical Presence
14.1.6.5. Recent Developments
14.1.6.6. Key Management Personnel

+44 20 8123 2220
info@marketpublishers.com

14.1.7. S?ura, Inc.
14.1.7.1. Company Details
14.1.7.2. Products
14.1.7.3. Financials (As Per Availability)
14.1.7.4. Key Market Focus & Geographical Presence
14.1.7.5. Recent Developments
14.1.7.6. Key Management Personnel
14.1.8. SkyVue Inc.
14.1.8.1. Company Details
14.1.8.2. Products
14.1.8.3. Financials (As Per Availability)
14.1.8.4. Key Market Focus & Geographical Presence
14.1.8.5. Recent Developments
14.1.8.6. Key Management Personnel
14.1.9. Cinios Inc.
14.1.9.1. Company Details
14.1.9.2. Products
14.1.9.3. Financials (As Per Availability)
14.1.9.4. Key Market Focus & Geographical Presence
14.1.9.5. Recent Developments
14.1.9.6. Key Management Personnel
14.1.10. Evervue USA Inc.
14.1.10.1. Company Details
14.1.10.2. Products
14.1.10.3. Financials (As Per Availability)
14.1.10.4. Key Market Focus & Geographical Presence
14.1.10.5. Recent Developments
14.1.10.6. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

15.1. Key Focus Areas
15.2. Target By Display Type
15.3. Target By Sales Channel

16. ABOUT US & DISCLAIMER

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Outdoor TV Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Screen Size (Less than 40 inch, 40 inch to 50 inch, 50 inch to 70 inch, More than 70 inch), By Display Type (LCD, LED), By Sales Channel (Supermarkets/Hypermarkets, Multi Branded Stores, Online, Others), By Region & Competition, 2019-2029F

Product link: https://marketpublishers.com/r/O356323560AAEN.html

Price: US$ 4,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/O356323560AAEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

+44 20 8123 2220
info@marketpublishers.com

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970