

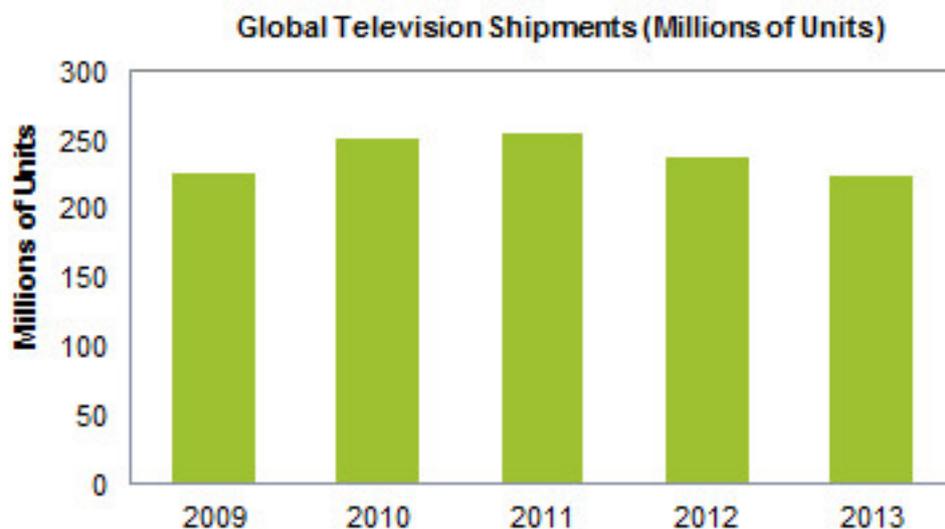
## 2013, Second Straight Year of TV Decline

Written by Marco Attard  
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The global TV market shrinks for the second year in a row during 2013 IHS reports, with overall shipments falling by -6% following 2012 declines of -7% as LCD TVs decline in all regions, even in market bastions such as E. Europe and China.

Shipments for 2013 total 225.1 million units, down from 238.3m in 2012-- a contrast from the 11% growth seen as recently as 2010 and the more modest 1% uptick of 2011.



*Source: IHS Technology, March 2014*

“The global TV market continues to be in transition following a golden period of tremendous growth from 2009 to 2011,” the analyst remarks. “TV shipments were down again in 2013 just like in 2012, but an unusual development was the slow market last year in China, Asia-Pacific and E. Europe—until recently among the brighter spots for the industry.”

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Making things predictably worse are customers in already saturated W. European and N. American markets showing little to no want to buy new TVs. Once the "most powerful engine of the global TV industry," W. Europe sees 2013 losses of -4% while N. American shipments fall by -9%.

The market in both territories is made entirely of LCDs and plasmas, with tube-type TVs all but extinct (unlike in, say, MEA). Echoing the troubles in the European continent is E. Europe, where LCD TV shipments fall by -14% as vendors lose enthusiasm following profits lost due to high euro-yen/S. Korean won exchange rate.

However despite painting such a dismal picture IHS still insists on hope-- developed markets should stabilise with "no large yearly decreases" over the next few years, while MEA, China and Latin America promise "significant growth" through the FIFA World Cup, analog-to-digital changeover and the 2016 Summer Olympics.

The belated appearance of AMOLED TVs on the market should also help shipments. The analyst projects shipments growing from a "low" initial base to around 8.1m units by 2018.

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