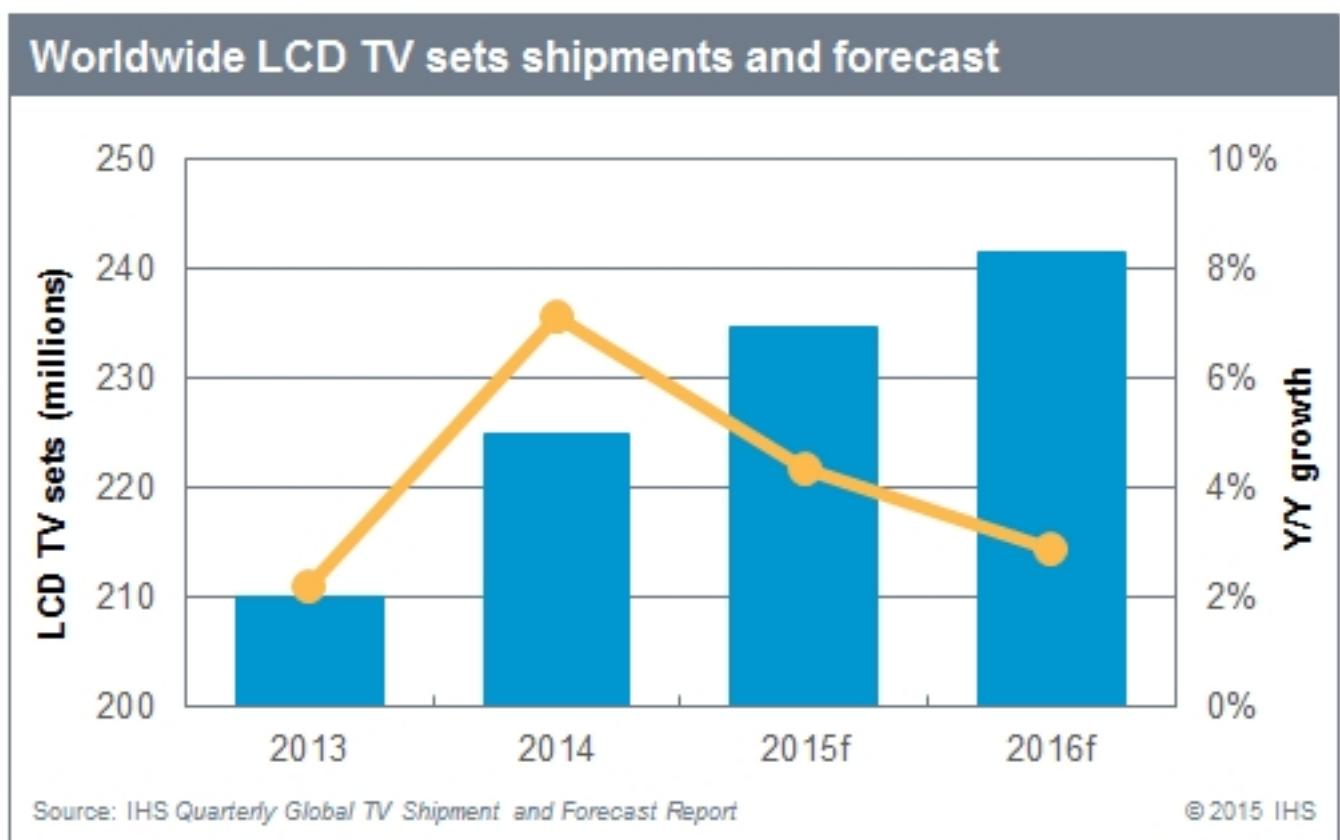


IHS: Slow 2015 for LCD TVs

Written by Marco Attard
22. 04. 2015

IHS revises its 2015 global LCD TV forecast, as the analyst expects shipments to reach 235 million units with 4% growth due to the dwindling of previously strong demand in developed regions such as Europe and N. America.

In comparison, improved demand in developed regions led to global LCD TV shipment growth of over 7% in 2014.



“Last year’s LCD TV shipment growth in many regions was surprisingly strong, especially in N. America, the world’s 2nd largest TV marketplace, although such strong growth is difficult to maintain,” IHS says. “Growth was driven by the release of pent-up demand and a wave of screen-size upgrades by consumers, after several years of shipment declines.”

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Meanwhile many other countries are facing rising economic headwinds (especially currency deflation) leading to retail TV prices falling more slowly, if not ASP rises, should deflation become severe. Such impact can lower demand for discretionary spending, especially in E. Europe where the 2015 forecast is lowered by -18%.

Still, IHS expects LCD TV shipment growth to remain above 2013 levels, at least for the next 2 years, thanks to growing 4K LCD TV demand and falling big-screen TV prices.

"4K resolution still carries a substantial premium, compared to other features," the analyst concludes. "It will remain a high-end technology-- however, the affordability of 4K TVs continues to improve and, among the largest screen sizes, we expect 1080p offerings to start fading."

Go [IHS Quarterly Global TV Shipment and Forecast Report](#)