

## Flat Panel Shipments Feel Flat Economy

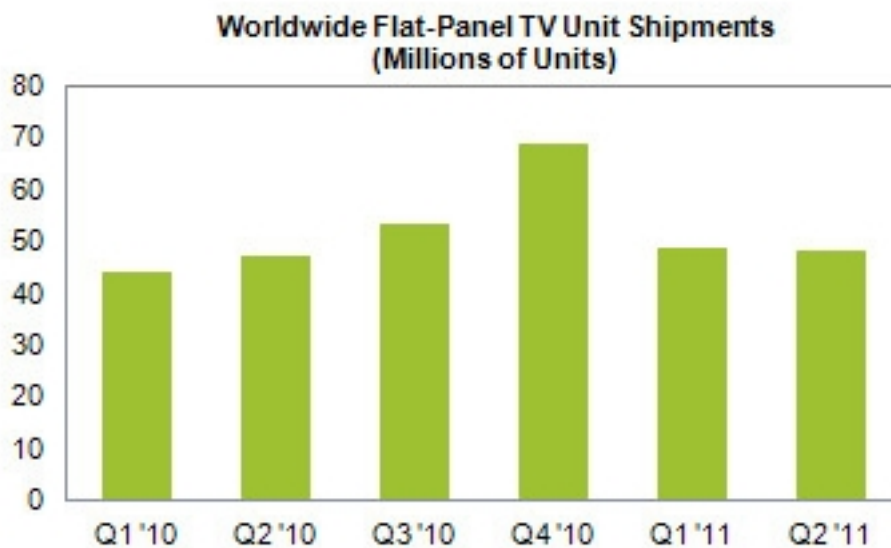
Written by Marco Attard  
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Global Q2 2011 flat panel TV shipments fall "slightly" due to soft consumer demand and a still-uncertain global economy according to IHS iSuppli-- with shipments falling by 1.3% Q-o-Q and reaching 48.04M units.

In comparison, Q1 2011 shipments total 48.68M.

From the global Q2 2011 total, LCD TVs make 43.39M units-- with a Q-o-Q decrease of -2.7%. Plasma TV shipments reach 4.65M, growing by 13.9% over Q1.



*Source: IHS iSuppli Research, October 2011*

A economic concerns in Europe (alongside N. America and Japan) dampen demand in Q2 2011-- a quarter "usually stronger than the first," the analyst says.

However, flat panel revenues are still up, reaching \$31.5 billion (up by 3.6% Q-o-Q) thanks to larger TV sizes and features (3D, IPTV, LED backlighting and higher frequencies) demanding

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premium prices.

The 32" category still dominates the LCD TV space, even if iSuppli expects 32" market share to fall from 41% in 2010 to 36% in 2011. From a global LCD TV market, W. Europe currently has 18% market share.

Meanwhile the plasma category still depends on "the availability of larger sizes and aggressive prices," even if iSuppli expects the category to start losing the pricing advantage from 2012 onwards. The analyst concludes W. Europe also has 18% share of the global plasma TV market.

Go [IHS iSuppli: Global Flat Panel TV Shipments Slightly Down in Q2](#)