

DisplaySearch: TV Shipments See Decline in Europe

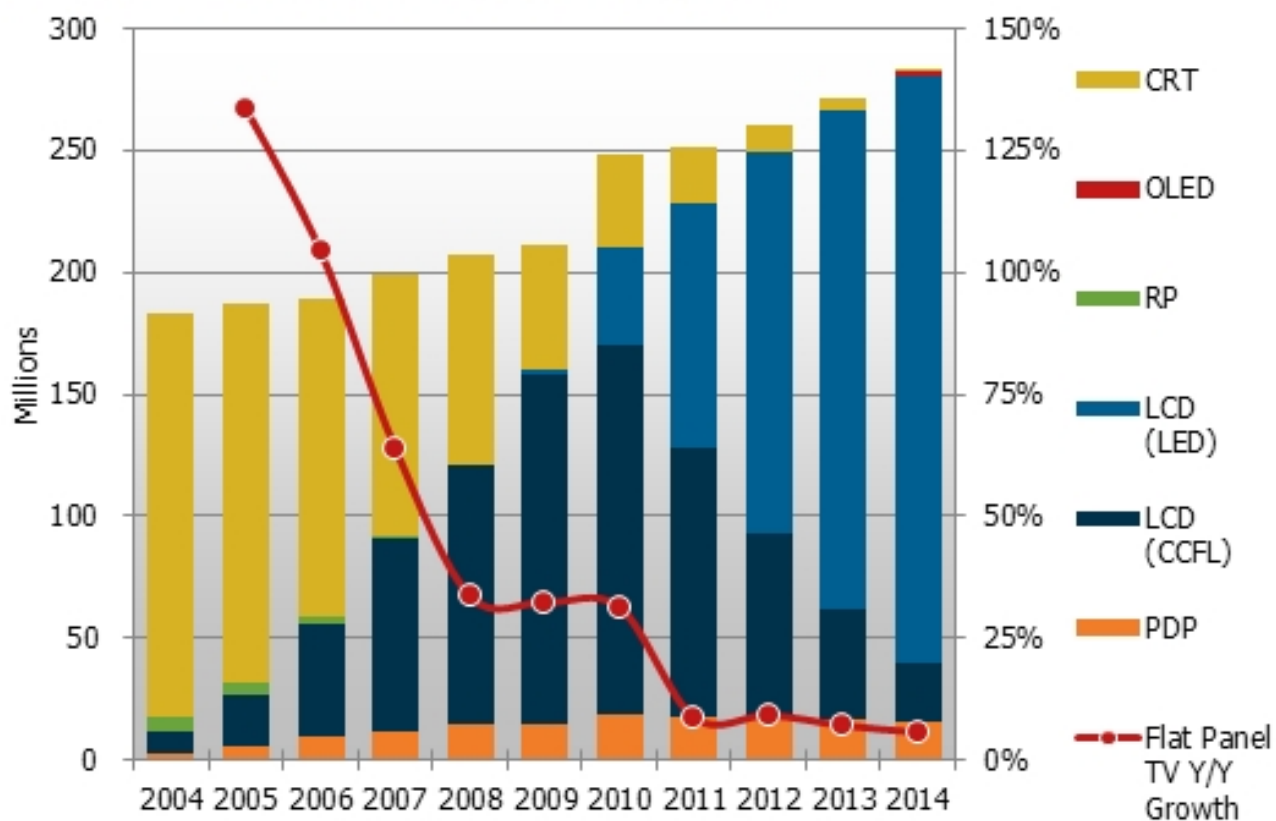
Written by Marco Attard
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TV demand in European markets is falling short of expectations according to the latest DisplaySearch market forecast, with WW TV shipments not set to show growth from 2010 to 2011.

Global TV shipments will total 248M units-- with LCD TVs accounting for 206M and plasma TVs for 17M.

"Persistent economic problems have made consumers cautious in their spending and highly value-seeking," DisplaySearch says.

Figure 1: Worldwide TV Forecast by Technology



Source: DisplaySearch' *Quarterly Advanced Global TV Shipment and Forecast Report*

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The flat forecast is the result of lower 2011 business targets from TV makers, as well as lower than expected key TV component demand during the period leading to the holiday season.

Flat panel TV shipments (excluding CRT and rear projection units) will still see growth in 2011-- by around 6% Y-o-Y, before increasing to around 9% in 2012, thanks to low-cost sales in emerging markets spurring CRT TV replacement.

LCD TVs will account for more than 80% of global TV shipments, even if the latest 2011 shipment forecast (206M units) are lower than previous estimates despite dropping LCD panel prices.

Meanwhile the plasma category is slowing down, with a forecast -6% Y-o-Y decline for 2011-- and double-digit unit shipment declines each quarter until H2 2012.

OLED TV will debut "around late 2012" within the 40" category, but will only manage to hold around 2.5% of the 40"+ category by 2015 due to high prices and limited availability.

Finally, 3DTVs account for 14% of shipments in W. Europe, and DisplaySearch expects WW 2011 3DTV shipments to total 22M, before growing to over 100M by 2015.

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