

The EMEA projector market sees Q3 2014 shipment growth of 2% Y-o-Y on shipments reaching 584000 units, Futuresource Consulting reports-- growth largely retained within the installation and large venue segments.



Fueling such growth are the successful launches of products from the likes of Epson, NEC and Panasonic. According to the analyst the 5000-7000 lumens category is up by 40% Y-o-Y to 13000 units.

Also helping is a less-than-expected -10% decline in XGA volumes, as bolstering sales of such products are end-of-line product discounts in MEA territories. As a result XGA market share is down by 4 percentage points to 32%.

In the meantime Q3 2014 W. European projector shipments are up by 3% Y-o-Y, with value growing by 3.6% Y-o-Y. On the other hand E. European volumes are down by -2.3% Y-o-Y, even due to macro political issues in Russia and Ukraine. In fact, if one excludes the two nations E. European projector sales show 24% Y-o-Y growth, also driven by cheap end-of-line XGA products.

MEA shipments are up by 2.6%, if with revenues falling by 1.8% Y-o-Y.

On a global perspective Q3 2014 projector shipments reach 2.2 million units with 7% Y-o-Y growth, as entry-level SVGA product shipments in developing territories drive shipments. However the analyst adds such strong budget model sales lead to revenues falling by -5% Y-o-Y \$2.4 billion.

Futuresource: EMEA Projectors Grow in Q3

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