

Projector Market Grows Further in Q3

Written by Marco Attard
15. 11. 2011

Pacific Media Associates (PMA) reports the Q3 2011 WW front projector market grows by 13% Q-o-Q and reaches total shipments of 2.4M units, as personal projectors and 3D-ready models drive growth.



The analyst divides the projector market into 3 brightness ranges-- New Era, Mainstream and High-End.

Driving the New Era market are Personal Projectors, highly mobile units powered by "power bricks," with Q3 2011 sales growing by 30% Y-o-Y. The category features models with brightness reaching 500 lumens and covers over 15 brands.

The Mainstream (500-4999 lumens) category shows positive Y-o-Y growth in Q3, despite an uncertain economic climate and austere corporate, government and education budgets hitting most developed markets. PMA reports "upside surprises" in countries such as France, Spain and Switzerland, as well as a sharp rebound across most of E. Europe and strength in BRIC countries.

PMA forecasts 3D projector sales will reach around 2.5M in 2011, as more 3D-ready units enter the market at price points similar to 2D models. Interactive and ultra-short throw models also continue outperforming the over market on both unit and revenue basis.

Finally, High-End (5000+ lumens) projectors also outpace the overall market, with the WW Q3 2011 d-cinema market reaching 60000 installations. Currently the market continues shifting

Projector Market Grows Further in Q3

Written by Marco Attard
15. 11. 2011

towards Wide XGA and Wide UXGA models, particularly in developed markets.

Go [WW Q3 2011 Projector Market Report \(PMA\)](#)