

PMA Brightens 2012 Projector Outlook

Written by Marco Attard
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Pacific Media Associates (PMA) reports how although projector growth down in 2011, "strong pockets of demand are expected to brighten the outlook for 2012," and forecasts 31% Y-o-Y growth for the WW projector industry in 2012.



The analyst expects 2012 global projector shipments to total 12.4M units, as divided in New Era (sub-500 lumens), Mainstream (500-4999 lumens) and High End (5000+ lumens) categories.

New Era (pico, personal, gaming) projectors see solid growth in 2011. PMA says embedded models (in phones, cameras and camcorders) show 600% Y-o-Y growth in 2011, and should grow by 115% Y-o-Y in 2012 before continuing "triple-digit growth" over the next 2 years.

Meanwhile economic uncertainty continues hampering WW Mainstream projector growth-- PMA forecasts the category will only grow by 8% Y-o-Y in 2012, with interactive and short-throw projectors outperforming the overall market.

PMA also expects the High-End category to outperform, with 18% Y-o-Y shipment growth in 2012. Driving growth is an upwards migration in brightness and resolution, together with growing large-venue projector demand in developing markets.

Home theatre projectors should be "another bright spot" in the 2012 market, thanks to 3D projectors and major sporting events (mainly the Olympics and the Euro football cup).

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