

Futuresource: 24 million Blu-Ray Units in 2010

Written by Bob Snyder
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Sales of Blu-ray players, excluding PS3, will total nearly 24m units this year across the three key growth regions (USA, Europe and Japan), according to Futuresource Consulting.



Blu-Ray Player "Last year's crucial Q4 period accounted for nearly half of all BD players that were sold globally in 2009, and the upward trend is continuing, with our projections showing in excess of 80% unit growth across this year," says Jack Wetherill, Research Consultant at Futuresource.

All eyes will again be on Q4, with Futuresource predicting sales in excess of 11 million units in this quarter alone, a healthy year-on-year growth that will continue to drive BD into the mass market.

By 2014, nearly 40% of homes across the three key regions - Western Europe, the USA and Japan - will own a 3D Blu-ray player, recorder or home theatre.

At least 10% of all Blu-ray devices shipped this year are expected to offer 3D playback, rising to more than 25% in 2011. With a lucrative roadmap stretching out for at least the next five years, when factoring in the rise of 3D and its associated technologies, there is clearly a long-term opportunity for the industry to further sustain consumer interest in Blu-ray.

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