

Blu-ray Production to Approach 2bn Units by 2014

Written by Bob Snyder
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Blu-ray sales continue to move forward, in both consumer and professional applications. There is even a future danger there may be a shortage of available blank discs in sales peaks.

Worldwide pre-recorded Blu-ray video disc production should exceed 400 million units in 2010, an increase of nearly 60% compared with 2009, according to new research from Futuresource Consulting.

Their forecasts predict annual global output will reach two billion discs by 2014. “As a result of this output expansion, BD capacity utilisation will hit nearly 80% in the US during Q4 of this year and 75% in Europe,” says Michael Boreham, Senior Consultant Disc Manufacturing & Storage Media at Futuresource.

“This is about as high as it can comfortably get, and given the continued market expansion expected over the next few years, which is being driven by growing player ownership and falling

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disc prices, the disc industry will need to invest further in 2011 to prevent disc shortages during sales peaks.

Fiona Hoy, Market Analyst at Futuresource, adds, "...From 2012 we're going to see very strong demand for 3D content, which will fuel additional growth. A number of bundled exclusives are already boosting demand from this sector, such as 'Avatar' with Panasonic displays or 'How To Train Your Dragon' with Samsung displays."

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