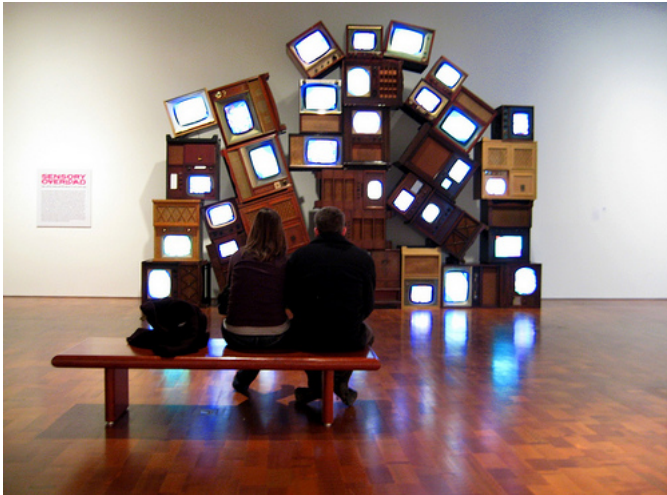


DisplaySearch: TV Replacement Cycle Around 7 Years

Written by Marco Attard
05. 06. 2012

According to NPD DisplaySearch the global TV replacement cycle is down from 8.4 to 6.9 years, as more households (particularly in emerging markets) want more from their TVs.



A number of reasons fuel the trend, including declining prices, a wider variety of sizes and customers simply wanting the latest technologies.

The study covers 14 global markets and suggests 31% of households plan to replace an existing TV, while 22% plan to add a new TV.

The most critical TV replacement driver is larger sizes, followed by wanting a flat panel TV with improved picture quality. The majority of customers in emerging markets (including BRIC countries) want to replace CRT TVs, while mature regions (like Europe) want to upgrade 1st generation flat panel sets.

The most popular TV sizes in mature markets are 40-44-inch.

Do features such as internet connectivity and 3D drive TV replacement? According to DisplaySearch not really, since such features are "only somewhat important" and "not a strong motivator to upgrade."

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To the contrary of popular belief the moving of household is also a weak TV replacement driver.

“The good news is that a large number of markets still have a long way to go toward replacing all CRTs with flat panel TVs, which should continue to sustain growth, but mostly in emerging markets,” DisplaySearch concludes.

Go [DisplaySearch Global TV Replacement Study](#)