

DisplaySearch: TVs Fall Further in W. Europe

Written by Marco Attard
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W. European TV shipments continue falling during Q3 2012, with a sharp drop of over -15% Y-o-Y as global TV shipments dip by -7% Y-o-Y to reach 58 million units NPD DisplaySearch reports.

The analyst says flat panel TV growth is also lower than expected in emerging regions, while N. America and China represent the only pockets of growth (3% and 13% Y-o-Y respectively).

DisplaySearch attributes the growth in the US Market to the upcoming holiday season, since many retailers are gearing up for Black Friday and pre-holiday sales and promotions by building enough inventory to satisfy demand.

Table 1: Q3'12 Worldwide TV Shipments by Technology (000s)

Technology	Q3'12 Units	Q3'12 Unit Share	Q/Q Growth	Y/Y Growth
LCD TV	51,088	88.0%	16%	-1%
PDP TV	3,332	5.7%	6%	-20%
OLED TV	0	0.0%	-	-85%
CRT TV	3,647	6.3%	-16%	-43%
RPTV	9	0.0%	-40%	-59%
Total	58,076	100%	12%	-7%

Source: NPD DisplaySearch Advanced [Quarterly Global TV Shipment and Forecast Report](#)

The current US trend for bigger and cheaper TVs probably reflects other mature market such as Europe. In fact, display size might be the only area where global TVs show growth during Q3 2012. The average shipped TV measures 35.8", a size increase of over 6%, the highest growth yet according to DisplaySearch.

All TV technologies see drops in shipments-- global LCD TV sales fall by -1% Y-o-Y, with LED

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LCDs making 70% of units and 80% of revenues. Plasma TVs fall by -20%, making just 5.7% of Q3 2012 shipments, while OLED TVs still have to factor in current global TV numbers.

When it comes to vendors, Samsung and LG see increases in global flat panel TV revenues (3% and 1% Y-o-Y respectively) as the 2 brands remain on top of the rankings with 25.2% and 14% market share. The top Japanese brands see further double-digit Y-o-Y declines, particularly Sony (-34%) and Panasonic (-30%).

Go [DisplaySearch Quarterly Global TV Shipment and Forecast Report](#)