

DisplaySearch: LCD TV Shipments Fall in 2012

Written by Marco Attard
26. 03. 2013

Global LCD TV shipments fall for the first time ever in 2012 DisplaySearch reports, dropping by -1% to 203 million units as economic conditions around the world remain challenging.

The year ended with Q4 2012 shipments failing to offset declines from the previous 3 quarters, with flat 0.6% Y-o-Y growth.

As a result the analyst issues a cautious preliminary outlook for 2013 LCD TV growth, despite "significant" reductions in plasma and CRT TV demand.

Table 1: 2012 Worldwide TV Shipments by Technology (000s)

Technology	Units	Share	Y/Y Growth
LCD TV	203,202	87.3%	-1%
PDP TV	13,350	5.7%	-23%
OLED TV	0	0.0%	-99%
CRT TV	16,065	6.9%	-38%
RPTV	50	0.0%	-59%
Total	232,667	100%	-6%

Source: NPD DisplaySearch *Quarterly Advanced Global TV Shipment and Forecast Report*

“Global demand for LCD TVs declined -18% Y-o-Y in developed regions in 2012, and the growth in emerging markets was not nearly enough to offset this decline in some of the world’s highest volume regions,” DisplaySearch remarks. “Economic conditions certainly had an impact on demand, but a very mild price erosion also played a role, as global average selling prices for flat panel TVs fell a mere -2% Y-o-Y in 2012 compared to a -5% decline in 2011 and double digit declines in 2010.”

DisplaySearch: LCD TV Shipments Fall in 2012

Written by Marco Attard
26. 03. 2013

Global overall TV shipments see expected declines in 2012-- shipments drop by -15% in W. Europe and see an overall -6% decline on a WW basis. Growth also slows down in MEA, while E. Europe is the only region with strong (17%) 2012 growth thanks to ongoing analog to digital transitions.

When it comes to vendors, Samsung remains on top of the flat panel pile, with 2012 revenue share reaching a record 27.2% (up from 25% in 2011) and 6% growth.

LG follows with 15% flat panel share, while the Japanese vendors (Sony, Panasonic, Sharp) see lose over -8% revenue share as they shift focus from volume to profits.

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