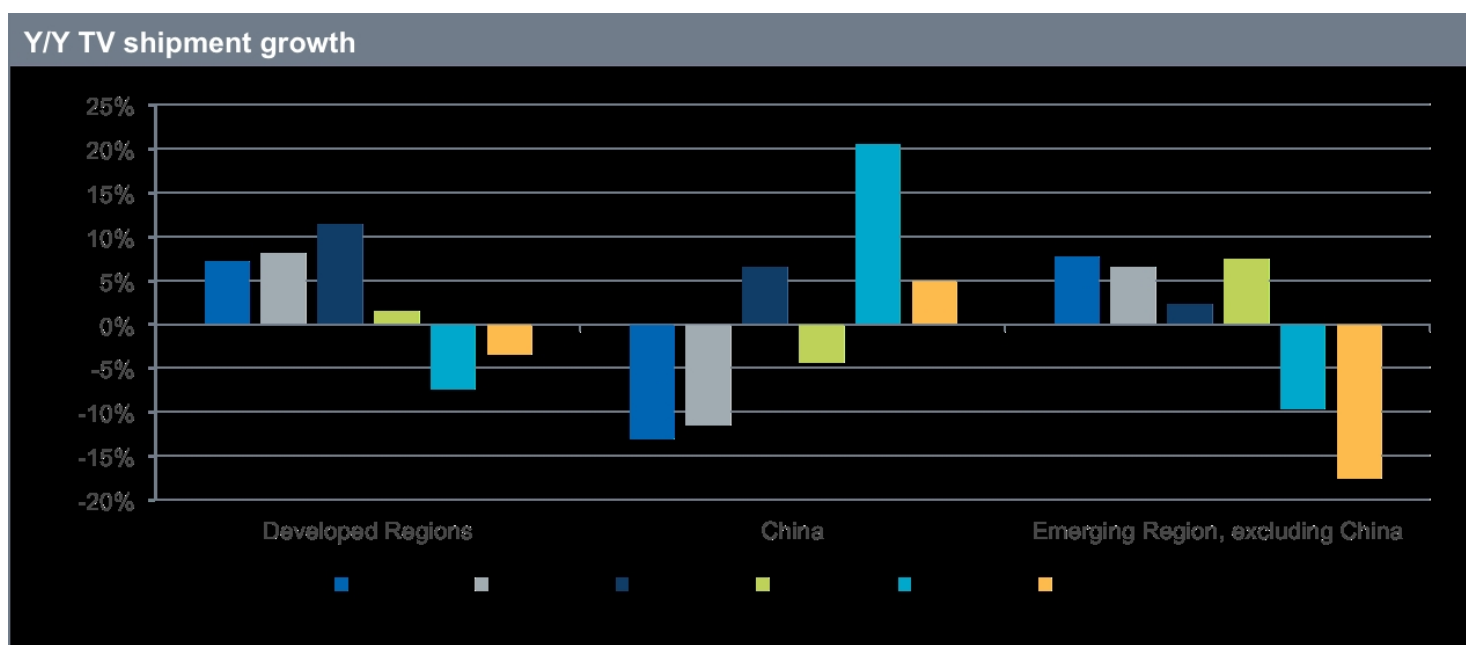


IHS: TVs in Largest Shipment Decline in 5 Years

Written by Marco Attard
16. 09. 2015

IHS reports global Q2 2015 TV shipments are down by -8% Y-o-Y to 48 million units-- the largest Y-o-Y decline in a quarter since Q2 2009 according to the analyst.

Back then the world was going through economic recession, leading to a slump in TV decline. The current decline, however, is caused by the slowing growth of LCD TVs, which account for 99% of all TV shipments.



In a few words LCD TVs have failed to make up for the lost volume of now virtually extinct CRT and plasma TVs.

“2014 was a robust year for growth, with total TV shipments rising 3%, and developed regions growing more than 6%,” IHS says. “This year, however, TV demand is being negatively affected by the current global economic slowdown, particularly the rise in currency prices against the US dollar, which has caused retail prices to increase in emerging markets.”

The downturn is most felt in emerging regions, including E. Europe and MEA. W. Europe also

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sees declines, leading to a -3% overall shipment reduction in developed regions.

The analyst mentions one bright spot in the Q2 2015 global TV market-- 4K TV shipments are up by 197% Y-o-Y to reach 6.2m units, the result of increased price erosion and more affordable 4K TV models.

As for the vendor rankings, the top 5 represent 60% of all Q2 2015 global TV revenues. Samsung leads with 29% revenue share, followed by LG (14%), Sony (7%), Hisense (6%) and TCL (5%).

Go [IHS TV Sets Market Tracker](#)