

## GfK: LCD TV Demand on the Rise

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According to GfK the global LCD TV market is set to grow by 7% Y-o-Y to reach 225M units-- up from 211M units (and 11% Y-o-Y growth) in 2011, due to demand from emerging markets.



The analyst says LCD growth is being held back by mature markets such as W. Europe-- which are down by -5% Y-o-Y for 2011, a year ending with a particularly slow holiday season. GfK expects the 3 main developed markets (W. Europe, N. America and Japan) will show combined growth of 4% Y-o-Y.

The Central European market is also maturing, with future growth slowing down as a result.

Plasma TV demand is also expected to shrink further as LCDs become more competitive in the large-size segment.

There are still some hopes for future LCD growth in 2012-- if not due to the Olympics (GfK data shows the Olympics "rarely has much impact on end-demand"), the UEFA Euro Cup might fuel CRT-replacement sales in Poland, Ukraine and hopefully beyond.

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