

Televisions - UK - September 2011

Report Price: £1750 / \$2837 / €1995



“Some 57% of TV owners have purchased a new television in the past two years despite the recession, encouraged by the 2010 World Cup as well as the digital switchover. Television sales will be muted for the remainder of this year, as economic recovery remains rocky. The London 2012 Olympics, some of which will be broadcast in 3D by the BBC, may encourage consumer interest in buying 3DTVs in the run-up to the Games.”

– Cecilia Liao, Senior Technology Analyst

In this report we answer the key questions:

- Do consumers want 3DTV?
- Will computers and mobile devices replace the television set?
- How can electronics retailers attract more custom?
- Can consumers be convinced that extended warranties for TVs are worth buying?

Definition

Monochrome sets are excluded from this report, as are miniature receivers, projection televisions, Freeview set-top boxes, digital TV storage devices, home cinema systems and non-commercial monitors (eg CCTV monitors). Mintel last examined the televisions market in July 2009.

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