

## Televisions - UK - August 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The growth of digital content and online viewing has led internet-connected TVs to become increasingly popular and further their market penetration, while 3D technology continues to struggle to appeal to consumers, who are now more likely to own a 4K TV than a 3D screen.”  
– Sara Ballaben, Senior Technology Analyst

### This report looks at the following areas:

- Enhancing the perceived added value of 4K TVs
- The potential of white-label products

The value of the UK TV market is expected to decrease by 4% overall over the next five years, showing a fluctuating trend determined by the impact of innovation cycles and major sporting events, which foster sales initially but tend to slow down performance in the following years.

The growth of digital content and online viewing has led internet-connected TVs to become increasingly popular and further their market penetration, while 3D technology continues to struggle to appeal to consumers, who are now more likely to own a 4K TV than a 3D screen.

Despite this, price and content availability remain barriers to the adoption of Ultra HDTVs, with the majority of those interested in purchasing one likely to postpone the purchase by at least six months and many consumers still currently priced out of the middle to upper ends of the market.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know

Covered in this Report

### Executive Summary

The market

Market fluctuations expected ahead

Figure 1: Value of the UK television market, 2011-21

Figure 2: Value of the UK television market, 2011-21

Televisions the most likely technology product to be bought in-store

Figure 3: Proportion of consumers who bought technology products online or in-store, by product, April 2015

The consumer

Online viewing not a strong threat to secondary TV sets yet

Figure 4: Number of televisions in household, September 2015 and June 2016

HDTVs dominate market

Figure 5: Type of TV used most often, June 2016

Two in five owners have a smart TV

Figure 6: Features included in main TV in the household, June 2016

Two fifths of TV owners interested in upgrading to 4K

Figure 7: Ownership of and interest in Ultra HD 4K TVs, June 2016

Moving up the purchase of 4K TVs

Figure 8: Timescale to purchase of Ultra HD 4K TVs, June 2016

Importance of picture quality could push adoption

Figure 9: Most important factors when buying new main TV set, June 2016

Are TVs too expensive?

Figure 10: Willingness to spend on new main TV set, June 2016

TV owners show high price-sensitivity

Figure 11: Attitudes towards televisions, June 2016

Know your audience

Figure 12: Target groups based on attitudes towards televisions, June 2016

What we think

### Issues and Insights

Enhancing the perceived added value of 4K TVs

The facts

The implications

The potential of white-label products

The facts

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## The implications

### The Market – What You Need to Know

- Market fluctuations expected ahead
- Volume sales less affected by premium prices
- Televisions the most likely technology product to be bought in-store
- Non-specialist retailers lead the market
- Spend on home electronics shows positive signs
- Televisions have a short, specification-driven path to purchase
- Broadcast TV viewing time is declining

### Market Size and Forecast

- Market fluctuations expected ahead
  - Figure 13: Value of the UK television market, 2011-21
  - Figure 14: Value of the UK television market, 2011-21
- Volume sales less affected by premium prices
  - Figure 15: Forecast average price for televisions in the UK, 2015-21
  - Figure 16: Volume of the UK television market, 2011-21
  - Figure 17: Volume of the UK television market, 2011-21

### Channels to Market

- Televisions the most likely technology product to be bought in-store
  - Figure 18: Proportion of consumers who bought technology products online or in-store, by product, April 2015
- Non-specialist retailers lead the market
  - Figure 19: Type of supplier used to buy televisions, April 2015
  - Figure 20: Type of retailer used to buy televisions, by online/in-store, April 2016

### Market Drivers

- Spend on home electronics shows positive signs
  - Figure 21: Proportion of consumers who have spent extra money on home electronics/home entertainment systems, December 2013-June 2016
- A fifth of consumers planning on a TV purchase in the next year
  - Figure 22: Plans to purchase or upgrade televisions, by timescale, July 2016
- Televisions have a short specification-driven path to purchase
  - Figure 23: Timeline to purchase of technology products, April 2016
- Broadcast TV viewing time is declining
  - Figure 24: Average daily minutes of TV screen time, by activity type, 2014

### Key Players – What You Need to Know

- TVs become part of the furniture
- 8K resolution and roll-up OLED screens
- Polaroid partners with Google to enter 4K market
- Above-the-line advertising spend declines
- Manufacturers bear most of the burden

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Samsung and Sony share similar upbeat image

## Launch Activity and Innovation

TVs become part of the furniture with Samsung's Serif

Figure 25: Samsung's Serif in two variations of colour, with and without legs, July 2016

Ambilight Projection extends the screen to the wall

Figure 26: 4K Razor Slim TV powered by Android TV showing the Ambilight feature, July 2016

Roll-up OLED screens

Figure 27: LG's prototype of a roll-up OLED screen, January 2016

Manufacturers pushing 8K resolution at CES 2016

Polaroid partners with Google to enter 4K market

## Advertising and Marketing Activity

Above-the-line advertising spend declines

Figure 28: Recorded above-the-line, online display and direct mail total advertising expenditure on televisions, by media type, 2014 and 2015

Manufacturers bear most of the burden

Figure 29: Recorded above-the-line, online display and direct mail total advertising expenditure on televisions, by advertiser, 2015

Methodology and coverage

## Brand Research

Brand map

Figure 30: Attitudes towards and usage of selected technology brands, June 2016

Key brand metrics

Figure 31: Key metrics for selected technology brands, June 2016

Brand attitudes: Samsung's cross-category presence fosters cool and modern image

Figure 32: Attitudes, by technology brand, June 2016

Brand personality: Samsung and Sony share similar upbeat positioning

Figure 33: Brand personality – Macro image, June 2016

LG's affordability leads to a degree of perceived unreliability

Figure 34: Brand personality – Micro image, June 2016

Brand analysis

Samsung builds desirability by combining performance and innovation

Figure 35: User profile of Samsung, June 2016

Sony's premium positioning leads to a bias towards men

Figure 36: User profile of Sony, June 2016

LG successfully competes with a budget positioning

Figure 37: User profile of LG, June 2016

Panasonic's specialised product lines impact positioning

Figure 38: User profile of Panasonic, June 2016

Limited tech innovation leaves Philips with a traditional but unappealing image

Figure 39: User profile of Philips, June 2016

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## The Consumer – What You Need to Know

Online viewing not a strong threat to secondary TV sets yet

Two in five owners have a smart TV

Importance of picture quality could push adoption

Are TVs too expensive?

Know your audience

## Televisions in the Home

Online viewing not a strong threat to secondary TV sets yet

Figure 40: Number of televisions in household, September 2015 and June 2016

HDTVs dominate market

Figure 41: Type of TV used most often, June 2016

Two in five owners have a smart TV

Figure 42: Features included in main TV in the household, June 2016

## 4K TVs

Two fifths of TV owners interested in upgrading to 4K

Figure 43: Ownership of and interest in Ultra HD 4K TVs, June 2016

Enhancing the perceived added value of 4K TVs

4K TVs set to generate more mainstream interest

Moving up the purchase of 4K TVs

Figure 44: Timescale to purchase of Ultra HD 4K TVs, June 2016

Figure 45: Most important factors when buying new main TV set, by ownership of and interest in Ultra HD 4K TVs, June 2016

## Purchasing Influences

Importance of picture quality could push adoption

Figure 46: Most important factors when buying new main TV set, June 2016

Targeting opportunities besides tech-savvy men

Figure 47: Most important factors when buying new main TV set, by agreement with the statement "Televisions by cheaper brands (eg Alba, Bush) can offer the same performance as well-known brands", June 2016

## Willingness to Spend

Are TVs too expensive?

Figure 48: Willingness to spend on new main TV set, June 2016

Figure 49: Average willingness to spend on new main TV set, by age, June 2016

Justifying price premiums

Figure 50: Most important factors when buying new main TV set, by willingness to spend on new main TV set, June 2016

## Attitudes towards Televisions

TV owners show high price-sensitivity

Figure 51: Attitudes towards televisions, June 2016

Enhancing TVs' connectivity potential

Know your audience

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### Brand-driven Followers

Figure 52: Target groups based on attitudes towards televisions, June 2016

### Price-aware Tech Enthusiasts

### Brand-driven Followers

### Disengaged Traditionalists

## Appendix – Data Sources, Abbreviations and Supporting Information

### Data sources

### Abbreviations

### Market size and forecast

### Fan chart forecast

### Value

Figure 53: Best- and worst-case forecast for the value of the UK television market, 2016-21

### Volume

Figure 54: Best- and worst-case forecast for the volume of the UK television market, 2016-21

### Brand research

### Brand map

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