

Televisions - UK - July 2009

Report Price: £1500 / \$3000 / €2250

What is this report about?

The market for televisions is made up of very competitive players, which have driven innovation. However, the recession has meant that those willing to pay a premium for the latest technology are harder to come by – replaced by shoppers who are increasingly fixated on price.



Key issues covered in the analysis

- How has the recession impacted on sales and market values?
- What are the underlying trends in the market that could help TV sales?
- How are big screen televisions faring against sales of smaller screens?
- Where do consumers buy new TVs? Is the high street really losing out to online?
- Who is still prepared to buy the latest TV equipment, regardless of the cost?
- Who makes the TV buying decisions in the household?
- What functionality do buyers look for in a new set? What motivates buyers?
- Why is LCD technology doing so much better against Plasma?
- What will be the impact of OLED technology? When will it go mass market?

Scope of the report

This report examines the market for colour TV sets retailed in the UK including TVs that include a combined video/DVD.

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