

Televisions - UK - September 2017

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“With consumers prioritising improved picture quality over fundamental changes to the viewing experience, 4K TVs will prove more popular than 3D technology in the long-term. With growth slowing due to economic uncertainty and rising import costs, educating consumers on benefits of the technology and showcasing an expanding content range will be vital to boost upgrades.”
– Adrian Reynolds, Consumer Technology Analyst

This report looks at the following areas:

- How far can the industry push improved screen resolution?
- Is the decline of additional televisions inevitable?

With the value of the market for televisions expected to contract in 2017 and a decline in volume sales forecast over the next five years, boosting 4K uptake will be the priority.

Consumers are more concerned about technology that can enhance the viewing experience rather than fundamentally alter it, leaving 4K well-placed to succeed long-term where 3D (3-Dimensional) has struggled.

In a price-sensitive market, the rising cost of imports has delayed intent to buy for 4K and penetration is growing slowly due to a lack of widespread content availability. With no terrestrial 4K broadcasts for the foreseeable future, it will be down to the likes of Sky and Netflix to adequately showcase Ultra HD (High Definition) content.

While 4K is driving up average screen sizes, there remains a market for high quality smaller sets, with a quarter of consumers saying that they find it difficult to find high quality sets at the smaller end of the screen-size spectrum. With the rise of video consumption on laptops and tablets creating more competition for additional sets, manufacturers must ensure availability and affordability of high picture quality and the latest features in smaller sets to avoid these being squeezed out by competing devices.

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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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