

TrendForce Estimates Global Branded TV Shipments to Drop by 4.2% Annually for 2017; Strong Results in Second Half Are Unlikely to Offset Declines in First Half

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WitsView, a division of [TrendForce](#), reports that the global shipments of branded TV sets for the third quarter of 2017 totaled 54.99 million units, showing an increase of 16% from the second quarter and a year-on-year decline of 4.0%. The third quarter is traditionally a busy period for TV shipments. Furthermore, the recent drop in panel prices is gradually taking away the cost pressure on TV brands, bolstering their confidence in expanding their shipments. WitsView expects the TV market to remain positive through the fourth quarter. Nevertheless, the strong results in the second half of this year are unlikely going to offset three consecutive quarters of year-on-year declines. WitsView therefore has lowered its estimate of this year's annual global shipments to 210 million units, down 4.2% from the previous year.

Samsung's annual shipments to drop by 9% as the brand chooses to maximize profit instead of growing shipments

Shipments in China returned to normal in third quarter due to downward correction of panel prices

Sharp has lost momentum since third quarter and will need to keep expanding its presence in China to regain shipment growth

About TrendForce

TrendForce is a global provider of the latest development, insight, and analysis of the technology industry. Having served businesses for over a decade, the company has built up a strong base membership base of 435,000 subscribers. TrendForce has established a reputation as an organization that offers insightful and accurate analysis of the technology industry through five major research divisions: DRAMXchange, WitsView, LEDinside, EnergyTrend and Topology. Founded in Taipei, Taiwan in 2000, TrendForce has extended its presence in China since 2004 with offices in Shenzhen and Beijing. For more details about TrendForce, please visit www.trendforce.com

Major research divisions:

DRAMeXchange focuses on memory, storage and the consumer electronics industry including PC DRAM, Mobile DRAM, Server DRAM, NAND Flash, SSD and smartphone.

WitsView offers comprehensive coverage of the display industry from upstream components, midstream panels/touch modules to downstream system integrators, brands and channels.

LEDinside covers all aspects of the LED supply chain from upstream equipment/materials, midstream chip/packaging to the downstream backlight and lighting market.

EnergyTrend specializes in green energy research, such as solar energy, lithium battery, energy storage systems and xEVs.

Topology studies structural trends of technology industries in the Greater China Region and beyond, focusing on

semiconductors, photovoltaic technology, telecommunications, and IA.

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