

TV Brands Offer Attractive Retail Prices for Black Friday Sales, Anticipating Growth to Achieve Annual Shipment Goals, Says TrendForce

2018-11-22 [Jeff Yang](#)

WitsView, a division of [TrendForce](#), the global shipments of branded LCD TV sets for 2018 are forecast to total 218 million units, an increase of 3.4% compared with last year. The market has been driven by stock-up demands for the World Cup and lower prices of TV sets. Since BOE's Gen 10.5 fab entered production, the costs of large-size panels have witnessed a significant drop, lowering the prices of TV sets as well. Particularly, more attractive retail prices for large-size models may fuel future growth in the TV market.

QLED segment may experience a price war; development of OLED products is still constrained by panel supply

Chinese TV brands explore overseas markets faster and offer more large-size models in the domestic market

th. It has been increasingly hard for vendors to take advantages from the potential of the retail e-commerce market. In addition, traditional TV brands are faced with less room for growth due to the rise of Xiaomi, so they have been working on exploring overseas markets. For example, TCL and Hisense are very active in expanding their shares in overseas markets, offering competitive prices in this year's Black Friday sales in North America. Hisense's 40-inch TV (non-Internet) is priced at \$99, TCL's 55-inch Internet TV is priced at \$349 and 65-inch Internet TV at \$398.

8K models have a strategic significance for TV makers, despite its difficult ramp up

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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