

TV Brands Seek Differentiation of Specs amid Fierce Competition for Large-Size TVs, Says TrendForce

2019-01-30 [Jeff Yang](#)

WitsView, a division of [TrendForce](#), global shipments of branded TV sets for 2018 totaled 219 million units, an increase of 4.1% compared with prior year, indicating a recovery from weak TV demand in 2017. Looking ahead to 2019, global branded TV shipments are expected to reach 223 million units, an increase of 1.6%

TV brands accelerate their layout for large-size TVs

QLED TVs face more competition from large-size LCD and OLED counterparts

TV brands move toward 8K, HDR, and borderless products for differentiation

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.

Media Contact

Pinchun Chou +886-2-8978-6488 ext.669 PinchunChou@TrendForce.com

Lindsay Hou +886-2-8978-6488 ext.667 Lindsayhou@TrendForce.com

Source URL: Trendforce - Press Center [TV Brands Seek Differentiation of Specs amid Fierce Competition for Large-Size TVs, Says TrendForce](#)