Global Laser TV Market Report and Forecast 2023-2028

Market Report | 2023-08-30 | 156 pages | EMR Inc.

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Report description:

Global Laser TV Market Report and Forecast 2023-2028
Market Outlook
According to the report by Expert Market Research (EMR), the global laser TV market is projected to grow at a CAGR of 5.82% between 2023 and 2028. Aided by the technological advancements and the increasing preference for superior visual experiences, the market is expected to grow significantly by 2028.
Laser TV, or laser projection TV, is an innovative addition to the world of entertainment technology. By using lasers as the light source instead of traditional LEDs or bulbs, laser TVs deliver exceptionally vivid colours, higher brightness, and a more extended lifespan. Moreover, these televisions can project massive images, often over 100 inches, without the need for a vast distance from the screen, making them ideal for both vast and compact living spaces.
The rise in the consumer quest for enhanced visual and auditory experiences is a dominant factor bolstering the laser TV market size. As households worldwide show a mounting inclination towards home theatres and immersive viewing sessions, laser TVs, known for their larger-than-life projection and colour accuracy, stand out as a top choice.
Another noteworthy driving force behind the escalating laser TV market demand is the technological advancement embedded within them. The advent of 4K and even 8K resolution in laser TVs, combined with optimised contrast ratios, ensures that viewers receive nothing short of cinematic brilliance. Furthermore, laser TVs are incredibly energy efficient and have a longer operational life than their LED counterparts, making them an economically sound investment in the long run.
The audio experience accompanying the visual, too, plays a pivotal role. Modern laser TVs often come with integrated sound systems developed in collaboration with premium audio brands. This amalgamation of stunning visuals with surround sound ensures a comprehensive entertainment experience for users. Hence, the increasing inclination of the population towards life-like entertainment experience is fuelling the laser TV market growth.
On the industrial application front, laser TVs are making significant inroads. Educational institutions and corporate settings are increasingly adopting laser TVs for presentations, lectures, and video conferences. The clarity, combined with the vast screen size, ensures that content is not only engaging but also visible to larger audiences without the need for constant screen adjustments.
Market Segmentation
The market can be divided based on type, size, end-use, and region.

Market Breakup by Type
-Projector TV
-Regular TV
Market Breakup by Size
-40 Inch and Below
-40-100 Inch
-100 Inch and Above
Market Breakup by End-Use
-Household
-Commercial
Market Breakup by Region
-North America
-Europe
-Asia Pacific
-Latin America
-Middle East and Africa
Competitive Landscape
The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the global laser TV companies. Some of the major key players explored in the report by Expert Market Research are as follows:
-Leica Camera AG
-BenQ Corporation
-Hisense International
-Appotronics Inc.
-Optoma
-Bomaker
-Others
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