

## **Asia Pacific Computer Monitor - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Asia Pacific Computer Monitor Market is expected to register a CAGR of 5.5% during the forecast period.

#### Key Highlights

- Displays ranging from billboards to personal computers have consistently grown in size over the years to accommodate users' evolving habits for better viewing and gaming experiences. In addition, the ongoing price drop on monitors equipped with technologies such as 4K encourages people to investigate the benefits of larger modern monitors.
- Although computer monitors with 60Hz refresh rates are common, there has been significant progress in terms of refresh rate, with monitors now supporting 75HZ, 120HZ, 144HZ, and 240HZ refresh rates. In the gaming industry, monitors with 100HZ refresh rates are considered minimum specification criteria for an excellent gaming experience.
- LG India has unveiled its new UltraGear gaming monitor lineup in May 2022. The new UltraGear gaming monitor lineup includes the 32GQ950, 32GQ850, and 48GQ900 models. LG will also launch the LG UltraGear gaming pad and mouse. Fast-paced games necessitate precise control, and the UltraGear gaming pad is large enough to accommodate a mouse and keyboard while also featuring customizable RGB lighting.
- Moreover, LCD monitors with LED technology in slim products that save energy while providing the ideal backlight will be suitable screens in 2022. Furthermore, with the release of various monitors by major companies such as LG, consumers have been waiting for years for a push towards OLED technology for PC monitors, despite the fact that the technology is still considered relatively rare.
- Furthermore, GIGABYTE, Taiwan, announced the launch of the GIGABYTE S55U gaming monitor, the newest addition to GIGABYTE's 4K monitor family, in April 2022. With its massive 54.6-inch UHD quantum dot display, the S55U ushers in a new category of gaming monitors. The computer monitor has high picture sharpness and clarity with an esports-grade 120Hz refresh rate, 2ms GTG response time, and HDMI 2.1 connectivity, with 4K experience.

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- Since most tasks can be completed on smartphones, the growing popularity of these devices is limiting the growth of computer monitors. Additionally, there has been a rise in the demand for and sale of computer peripherals, including monitors, laptops, and many others, as a result of the recent COVID-19 pandemic outbreak, the implementation of lockdowns around the globe, and the employee choice to work from home.

## APAC Computer Monitor Market Trends

### Gaming to Have a Significant Growth in the Region

- The growth of gaming culture in the Asia Pacific region leads to increased demand for gaming monitors as gamers move to multi-screen setups, whether connected to their desktop or notebook. Gaming PC and monitor shipments will increase in the Asia Pacific region in 2021 as the pandemic spreads to various regional markets and games continue to grow as a significant source of consumer entertainment.
- For instance, In February 2022, League of Legends maker Riot Games announced its intention to expand its business in the Asia Pacific region. The company has offices in the Philippines, India, Indonesia, Malaysia, and Thailand. These locations will be added to the publisher's existing studios in Japan and Singapore. This leverages the computer monitor market in the region.
- Moreover, According to a survey by Think with Google in December 2021, games in the Asia Pacific have seen tremendous growth over the last few months, drawing attention to the region's future. With more monitors, keyboards, and controllers than ever before, the region already accounts for 49% of global consumer game spending, with China, Japan, and South Korea spending on the global gaming market. (Source: Think with Google)
- Also, According to a recent survey by ET Telecom in June 2021, while 144 Hz refresh rate gaming monitors still contributed to sales, 165 Hz refresh rate gaming monitors grew significantly by 400.6% year-on-year as gamers stimulated their desire for high-end monitors, and the refresh rate has improved further.
- Moreover, Asian console games, with the exception of Japan, have never achieved the level of popularity seen in markets outside of Asia. However, COVID-19's slowdown led to a significant shift in consumer behavior, with console games growing most rapidly in South Korea and mainland China. To succeed in the region's gaming industry, publishers must reimagine the gaming experience to draw in players. Console gaming increased the need for monitors with higher resolutions.

### Emergence of New Technologies and Proliferation of Internet Users is Driving The Market

- The key drivers of the given market can be considered as the increased internet penetration and the proliferation of low-cost monitors among the urban and rural populations.
- India has a significant potential for internet penetration owing to customers' rising usage of smartphones and computers. According to the Internet & Mobile Association of India (IAMAI), India is expected to have 900 million active Internet users by 2025, compared to around 622 million as of 2020, with a growth of about 45% in the next five years. The rapid growth of the Internet will drive more demand for computer monitors in the country.
- In the Asia Pacific, some major companies focus on expanding the computer monitor business by adding new features and technologies. For instance, in June 2021, Samsung announced the expansion of its Odyssey gaming monitor lineup. It will be available across the global markets from June 2021, providing gamers of all skill sets with superb picture quality and futuristic design.
- Similarly, In August 2022, ViewSonic made its metaverse debut in Bangladesh by virtually launching its latest gaming monitors and display products. The most recent ViewSonic professional gaming monitor features include the IPS displays, which provide optimal rich colors and contrast for a vivid viewing experience, as well as the most recent technology, which enables

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ultra-smooth, immersive, low latency gameplay with no screen tearing or stuttering.

- However, the global technology supply chain suffers from a shortage of components as the pandemic has begun to stimulate demand for computers, game consoles, and other gadgets. Further, the pandemic has dramatically increased the need for better "visualization." This trend was evident in various groups, such as teachers, doctors, researchers, technicians, students, families, and individuals.

## APAC Computer Monitor Industry Overview

The Asia Pacific Computer Monitor Market is highly fragmented with the presence of major players such as Dell Technologies Inc., HP Inc., Lenovo Group Limited, Samsung Group, and more. The major players are focused on innovating new products and also expanding their business by collaborating with other players in the market.

- January 2022 - HP Inc. strengthened its product portfolio with one of the largest launches at the annual technology tradeshow. The company released various laptops, monitors, and other electronic products. Computer monitors include HP E-Series Conferencing Monitors, HP M-Series Webcam Monitors, which were exclusively for the Asia Pacific Market.
- January 2021 - Dell Technologies has introduced new products such as new PCs, computer monitors, and software to improve users' efficiency. With a unique portfolio of intelligent, collaborative, and sustainable devices, Dell is transforming the work experience and increasing the flexibility of people to work from anywhere. Dell has introduced these monitors across several countries in Asia Pacific.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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