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Super Hi-Vision - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

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Report description:

The Super Hi-Vision Market size is estimated at USD 93.51 billion in 2025, and is expected to reach USD 268.76 billion by 2030, at a CAGR of 23.51% during the forecast period (2025-2030).

Key Highlights
- Ongoing advancements in display technology, camera technology, and video compression techniques are enabling the creation, distribution, and consumption of Super Hi-Vision content. As technology improves and becomes more accessible, the barriers to entry for producing and displaying Super Hi-Vision content are gradually being lowered, anticipated to drive market growth in the coming years.
- The 8K Super Hi-Vision (8K SHV) camera is gaining significant prominence in the market, which represents 16 times of numbers of pixels than numbers of pixels of Full HD (1920 x 1080 pixels) and 4 times 4K Ultra HD (3840 x 2160 pixels). It means that 8K Ultra HD brings 16 times of image data information, equivalent to 16 times digital zoom, which should be equal to Full HD quality. This latest development is also capable of recording 8K in a camera head that is smaller and lighter.
- Rising demand for better-resolution display screens is driving the market. The 8K technology is implemented in different resolutions. Furthermore, the 8K UHD (7680 × 4320 resolution) is best suited for monitors and televisions. Its high pixel count provides better viewing angles and high-clarity images. This segment is expected to account for a major market share as new technologies witness high demand, especially in the case of consumer goods.
- The continuous evolution of display technology in the consumer electronics industry, coupled with the growing consumer preference for high-resolution televisions, has fostered a highly favorable environment for market expansion. Large-screen and high-resolution TVs, in particular, offer superior image quality, delivering a more immersive and lifelike viewing experience. To illustrate, Sharp stands as a prime example with its creation of an 85-inch LCD boasting an impressive resolution of 7,680 horizontal × 4,320 vertical pixels. This remarkable achievement is attributed to the utilization of Sharp's proprietary UV2A

technology, which significantly enhances display quality.
- The market is significantly driven by the rising demand for viewing experiences, especially in the entertainment and gaming sectors, and the increasing content creation capabilities. In addition, growing technological advancements supported by the emergence of compatible products and high-speed internet also play a significant role in driving market growth.
- However, the high price and prime cost of 8K products could be a potential factor responsible for restraining the market growth. In addition, super Hi-Vision content and devices might not be completely compatible with existing infrastructure and devices, such as older HDMI standards or streaming platforms. This might decline customer interest in adopting the technology, thereby restraining the market growth.

Super Hi-Vision Market Trends

Rising Demand for Better Resolution Display Screen to Drive the Market Growth

- The demand for enhanced visual experiences has emerged as a crucial driving force, propelling the growth of the Super Hi-Vision market. The escalating demand for better-resolution display screens is at the forefront of this trend, a pivotal market driver that has sparked considerable interest and investment in the Super Hi-Vision sector.
- The super hi-vision market, distinguished by its ultra-high definition or 8K resolution, provides optimal image quality, clarity, and detail that exceeds traditional display technologies. 8K TVs, monitors, and projectors have been introduced in response to customers' increasing demand for immersive, true-to-life visual experiences. These devices can generate images with unique precision.
- Moreover, in the United States, sales of televisions with 8K resolution are expected to reach 160,000 units by the end of the year 2022, an increase of 70% from 2021, and are projected to increase by about 200% to 479,000 in 2023, according to the Consumer Technologies Association (CTA) Summer 2022 Sales & Forecasts Update Report. Such significant forecasted growth emphasizes the impact of the rising demand for better-resolution display screens in transforming the Super Hi-Vision market landscape.
- The increasing need for realism and immersion in various content consumption environments is one of the main drivers driving the surge in demand for higher-resolution display screens. End customers are increasingly looking for displays that can reproduce the tiniest details, brilliant colors, and detailed textures for applications like movies, games, video streaming, design, and medical imaging.
- In addition, the integration of super hi-vision with other emerging technologies, such as AR, VR, etc., presents significant market opportunities. In these domains, where visual fidelity is critical to breaking disbelief and creating immersive environments, the demand for better-resolution display screens becomes even more prominent. Super Hi-Vision's ability to deliver a seamless, high-resolution experience aligns with the goals of AR and VR applications, strengthening its relevance and desirability.

Asia Pacific is Expected to Witness Significant Growth Rates

- The Asia-Pacific region is one of the significant revenue contributors to the market studied due to the presence of a large consumer population, along with the presence of a number of players, like Sharp and BOE Japan. For the past few years, Japan has been actively investing in the development of super hi-vision devices while supporting technological aspects. Thus, Japan has a stronghold for enabling and broadcasting 8K content.
- The country placed 8K experience zones, such as Tokyo 8K Theater and Tokyo 8K Super Hi-Vision Theater, for people to experience 8K technology. Since it is in the early stages of development, it is only affordable for some, and the demand is only from high-income individuals or businesses.

- In addition, rapid urbanization, a burgeoning middle class, and the rise of digital content consumption in the region have created a demand for enhanced visual experiences. These elements have combined to make Super Hi-Vision screens a vital component of the area's expanding need for high-end entertainment, engaging educational tools, and advanced professional applications.
- China is expected to emerge as a prominent market player by witnessing an increasing demand over the forecast period. China is a major consumer with the infrastructure to support the mass production of 8K devices. This indicates that once the technology is set and becomes the norm, Chinese manufacturers are likely to lower the prices, and local manufacturers are expected to emerge in the market.
- Moreover, the region witnessed considerable innovations from prominent market players in order to gain significant market shares. For example, Samsung Electronics introduced an 8K display driver IC (DDI), which enables the delivery of 8K resolution in slim TV designs with an intra-panel data transmission speed of up to 4 gigabits per second (Gbps). Samsung's 8K DDI (S6CT93P) with USI-T 2.0 will provide 8K pictures to premium displays that might increase standards for viewing experiences on big-screen TVs.

Super Hi-Vision Industry Overview

The super hi-vision market is expected to witness moderate consolidation due to the evolving market landscape and limited product offerings. Companies are actively focusing on innovation and forming partnerships to secure substantial market shares. Leading players in this market segment include Samsung Electronics Co., Ltd., NHK, LG Electronics Inc., Panasonic Corporation, Sharp Corporation, and more.

In February 2023, Samsung Electronics America announced its plans to gradually release the 2023 Samsung Neo QLED 8K TV ultra-premium versions in authorized retail stores. The Neo QLED 8K series features Quantum Dot technology, offering the highest resolution currently available in the market. This cutting-edge technology produces a dazzling array of vibrant and true-to-life colors.

In February 2023, the NBA entered into a long-term partnership with Cosm, an immersive technology, media, and entertainment provider. This collaboration aims to provide basketball fans with a novel way to experience live games. As part of this partnership, Cosm will produce and broadcast a curated selection of NBA League Pass games, which is the league's out-of-market live game streaming service. These games will be showcased in immersive 8K resolution on massive LED-dome systems within upcoming stadiums, offering fans an unparalleled viewing experience.

Additional Benefits:

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

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