

Televisions - UK - September 2017

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“With consumers prioritising improved picture quality over fundamental changes to the viewing experience, 4K TVs will prove more popular than 3D technology in the long-term. With growth slowing due to economic uncertainty and rising import costs, educating consumers on benefits of the technology and showcasing an expanding content range will be vital to boost upgrades.”
– **Adrian Reynolds, Consumer Technology Analyst**

This report looks at the following areas:

- How far can the industry push improved screen resolution?
- Is the decline of additional televisions inevitable?

With the value of the market for televisions expected to contract in 2017 and a decline in volume sales forecast over the next five years, boosting 4K uptake will be the priority.

Consumers are more concerned about technology that can enhance the viewing experience rather than fundamentally alter it, leaving 4K well-placed to succeed long-term where 3D (3-Dimensional) has struggled.

In a price-sensitive market, the rising cost of imports has delayed intent to buy for 4K and penetration is growing slowly due to a lack of widespread content availability. With no terrestrial 4K broadcasts for the foreseeable future, it will be down to the likes of Sky and Netflix to adequately showcase Ultra HD (High Definition) content.

While 4K is driving up average screen sizes, there remains a market for high quality smaller sets, with a quarter of consumers saying that they find it difficult to find high quality sets at the smaller end of the screen-size spectrum. With the rise of video consumption on laptops and tablets creating more competition for additional sets, manufacturers must ensure availability and affordability of high picture quality and the latest features in smaller sets to avoid these being squeezed out by competing devices.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market
Market recovery reliant on 4K take-up
Figure 1: Value of the UK television market, 2012-22
Figure 2: Value of the UK television market, 2012-22

Importance of price drives consumers online
Figure 3: Ways of purchasing electrical products in the last 12 months, by consumers who purchased a television in the last 12 months, November 2016
Figure 4: Factors consumers would prioritise when purchasing a TV, April 2017

Nearly half of TVs 'smart' while 3D falters
Figure 5: Internet-connected and 3D TV ownership in TV households, July 2016-April 2017

Market leader Samsung present in 41% of homes
Figure 6: Brand of TVs in the household and brand of the main TV in the household, May 2017

The consumer
Changing viewing patterns having limited impact on number of TVs so far
Figure 7: Number of televisions in the household, June 2016 and May 2017

HDTV dominates while 4K gains traction
Figure 8: Types of TVs in the household and type of the main TV in the household, May 2017

Majority of consumers upgrading size of main TV
Figure 9: Change in screen size of the main TV set, May 2017

4K TVs are driving up screen size
Figure 10: Size of TVs in the household, by types of TVs in the household, May 2017

Importance of picture quality is driving 4K sales
Figure 11: Important factors when upgrading, May 2017

Price remains the most important consideration
Figure 12: Attitudes towards televisions, May 2017

What we think

Issues and Insights

How far can the industry push improved screen resolution?
The facts
The implications
Boosting 4K take-up
Content availability is vital
Beyond screen resolution

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- Is the decline of additional televisions inevitable?
- The facts
- The implications
- Shifting viewing habits impacting TV set replacement
- There remains a market for high quality smaller screens
- Promotions and trials key to boosting volume sales

The Market – What You Need to Know

- Market recovery reliant on 4K take-up
- Major sporting tournaments provide key growth opportunities
- TVs more likely to be purchased online
- Price remains the most important upgrade factor
- Intent to buy 4K televisions suffers delays
- Additional TV set replacement under threat from connected devices

Market Size and Forecast

- Market recovery reliant on 4K take-up
- Trading up set to buoy sales over the next five years
 - Figure 13: Volume of the UK television market, 2012-22
 - Figure 14: Volume of the UK television market, 2012-22
 - Figure 15: Value of the UK television market, 2012-22
 - Figure 16: Value of the UK television market, 2012-22
- Forecast methodology

Channels to Market

- Importance of price drives consumers online
 - Figure 17: Ways of purchasing electrical products in the last 12 months, by consumers who purchased a television in the last 12 months, November 2016
- Non-specialist retailers dominate online purchasing
 - Figure 18: Place of purchase of electrical products in the last 12 months, by consumers who purchased a television in the last 12 months, November 2016
- Additional services focused on payment plans
 - Figure 19: Additional services received or purchased when buying electrical products in the last 12 months, by consumers who purchased a television in the last 12 months, November 2016

Market Drivers

- Price considered before specifications when buying a TV
 - Figure 20: Factors consumers would prioritise when purchasing technology products, April 2017
- Home electronics spend hit by rising import costs
 - Figure 21: Consumer purchase history and buying intention for electrical goods, September 2015-June 2017
- 4K suffers a decline in short-term intent to buy
 - Figure 22: Plans to purchase or upgrade televisions, by timescale, April 2017
- TV viewing time continues to decline
 - Figure 23: Average daily minutes of TV viewing, 2010-16
- Nearly half of TVs 'smart' while 3D falters

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Figure 24: Internet-connected and 3D TV ownership in TV households, July 2016-April 2017

Companies and Brands – What You Need to Know

- Samsung leads the market as screen sizes grow
- Leading manufacturers showcasing superthin 4K sets
- Digital advertising growth underpins rising above-the-line spend
- Manufacturers focused on boosting cross-category brand position
- Upbeat brand positioning boosts Samsung and Sony's success

Market Share

- Market leader Samsung present in 41% of homes
Figure 25: Brand of TVs in the household and brand of the main TV in the household, May 2017
- Big four brands dominate premium market
Figure 26: Brand of TVs in the household, by types of TVs in the household, May 2017

Launch Activity and Innovation

- Super thin 4K screens dominate CES 2017
Figure 27: LG's Signature OLED 'wallpaper thin' TV, launched in 2017
- HDR becoming the priority
- Samsung continues to push innovative 'lifestyle' designs
Figure 28: Samsung's 'the frame' TV
- Philips is driving ambilight technology
Figure 29: Philips 'ambilight' technology
- 8K concept models feature at CES 2017

Advertising and Marketing Activity

- Above-the-line growth driven by digital spend
Figure 30: Recorded above-the-line, online display and direct mail total advertising expenditure on televisions, by media type, 2015-16
- Manufacturer adspend is focused on cross-category brand image
Figure 31: Recorded above-the-line, online display and direct mail total advertising expenditure on televisions, by advertiser, 2014-16
- Nielsen Ad Intel coverage

Brand Research

- Brand map
Figure 32: Attitudes towards and usage of selected brands, June 2017
- Key brand metrics
Figure 33: Key metrics for selected brands, June 2017
- Brand attitudes: Cross-category success boosting loyalty for Samsung and Sony
Figure 34: Attitudes, by brand, June 2017
- Brand personality: Samsung and Sony viewed as the most vibrant brands
Figure 35: Brand personality – Macro image, June 2017
- LG perceived as affordable but also deemed unreliable
Figure 36: Brand personality – Micro image, June 2017

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Samsung's innovative yet reliable image builds reputation across age groups

Figure 37: User profile of Samsung, June 2017

Men stand out as fans of the Sony brand

Figure 38: User profile of Sony, June 2017

LG seen as an affordable yet innovative option

Figure 39: User profile of LG, June 2017

Panasonic's durability boosts appeal among older consumers

Figure 40: User profile of Panasonic, June 2017

Specialised product lines detrimental to Philips positioning

Figure 41: User profile of Philips, June 2017

The Consumer – What You Need to Know

Shifting viewing dynamics could limit additional TV set replacement

Smart TV is now vital for new sets

Price remains the most important factor when upgrading

4K Ultra HD technology is driving up screen sizes

There remains a market for high quality smaller TVs

Consumers upgrading are primarily seeking improved picture quality

One-month trials could boost 4K take-up

Televisions in the Home

Changing viewing patterns having limited impact in the short term

Figure 42: Number of televisions in the household, June 2016 and May 2017

HDTV dominates while 4K gains traction

Figure 43: Types of TVs in the household and type of the main TV in the household, May 2017

Those with 4K have more televisions in the household

Figure 44: Number of televisions in the household, by types of TVs in the household, May 2017

Screen Size

Declining prices have boosted large screen uptake

Figure 45: Size of TVs in the household and size of the main TV in the household, May 2017

Majority of consumers upgrading size of main TV

Figure 46: Change in screen size of the main TV set, May 2017

Nearly two thirds of 4K owners have 46"+ screens

Figure 47: Size of TVs in the household, by types of TVs in the household, May 2017

Figure 48: Change in screen size of the main TV set, by types of TVs in the household, May 2017

Important Factors when Upgrading

Importance of picture quality is driving 4K sales

Figure 49: Important Factors when upgrading, May 2017

Super thin designs must maintain sound integrity

Guarantee and energy efficiency growing in importance

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Desire for integration boosting demand for advanced control options

Attitudes towards Televisions

Price remains the most important consideration

Discounting and special offers provide key opportunities

Figure 50: Attitudes towards televisions, May 2017

4K content confined to the most engaged consumers

Demand remains for high quality smaller TVs

Common frustration with rising number of peripherals

Figure 51: Attitudes towards televisions, by types of TVs in the household, May 2017

Trial periods could stimulate upgrades

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Market size and forecast

Fan chart forecast

Value

Figure 52: Best- and worst-case forecast for the value of the UK television market, 2017-22

Volume

Figure 53: Best- and worst-case forecast for the volume of the UK television market, 2017-22

Brand research

Brand map

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