

Televisions - UK - August 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Through declining prices and the build-up to major sporting events, take-up of 4K Ultra HD TVs has grown in the last year. It is vital brands offer equally impressive sound quality built into sets, while also ensuring seamless navigation of smart TV interfaces, utilising voice assistants and smartphones.”

– **Matt King, Category Director - Technology**

This report looks at the following areas:

- Consumers are prioritising larger screens as the emphasis on the main set grows
- Demand for sound quality provides an opportunity to boost sales

The market for televisions saw some respite from the decline of recent years with growth in volume sales in 2018. This was driven by discounting and promotions ahead of the FIFA World Cup, alongside a general decline in the average prices of 4K Ultra HD televisions as price premiums are steadily being removed. The falling prices meant the gains in market revenue were modest and a decline is expected over the next five years. The emphasis for the market will be on driving 4K upgrades beyond the most technologically engaged and taking higher picture resolution mainstream.

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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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The Consumer – What You Need to Know

- A third of main HD/4K Ultra HD screens are Samsung
- 71% of people with HD/4K televisions have two or more sets in the home
- Rising 4K take-up driving the number of televisions in the home
- 16% of people got their television in the last year
- Over four in 10 people spent over £500 on their main television
- A quarter of people say higher screen resolution is the most important upgrade factor
- There is strong demand for better built-in sound quality
- Half of people are using catch-up and streaming services on the main TV
- Nearly half of 25-34s mount their TV to the wall
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