Analysis and Forecast of China LCD (Liquid Crystal Display) Market, 2013-2017

(Sample)

Huidian Research

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3. Industrial Chain of China’s LCD Industry

3.3 Downstream Market Demand

3.3.1 Laptop

LCD monitor belongs to the standard component of laptops; with the higher and higher penetration rate of laptops, the laptop has become one of the most important downstream supply markets of the LCD industry. In 2012, the output of China’s laptops exceeded 253 million sets, which will maintain the growth of about 10% in next few years.

![Fig.6 Output Forecast of China’s laptops, 2013-2017](source: Huidian Research)

3.3.2 LCD TV

As both the Chinese domestic demand and export demand are very large, the output of China’s LCD televisions has grown sharply from 2008 to 2013, which makes China become the world largest LCD TV manufacturer. The shipments of LCD TVs used for the domestic and export demand will increase to 30.7 million sets in 2013 from 13 million sets in 2008.

3.3.3 Communication Terminal

The communication terminal is the main application field of TN/STN-LCD, which mainly consists of mobile phone market and fixed telephones market. Under the impact of mobile communication technology, such fixed telephones market scale
potential is not large but it is steady. The mobile phone will be the main actor in the future communication terminal market. In 2012, the output of China’s mobile phones was nearly 1.18 billion sets and the future market will maintain the growth of about 10%, so the TN/STN-LCD market scale will be correspondently huge.

5. Analysis and Forecast of China’s LCD Market

5.2 Demand Analysis and Forecast

5.2.2 Demand Forecast 2013-2017

Fig.15 Consumption Forecast of China’s LCD, 2013-2017

The LCD demand volume has close relationship with the consumption improvement of the downstream application market. At present, the downstream demand of China’s LCD is mainly concentrated in the consumer products of electronic audio and video, such as laptops, mobile phones and so on. With the continuous growth of people’s consumption level, the market consumption volume of laptops, mobile phones and other products will increase yearly, which brings huge development space to the LCD market. It is predicted that the market demand volume of LCD will continuously increase in next few years and China’s market demand volume will reach 3,800 million pieces by 2017.

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