Written by Bob Snyder
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Futuresource Consulting says the global projector market's value decline rapidly outpaces the sales volume – leading the consultant to express its fears that **certai n vendors will struggle to maintain a presence in the mainstream market** .

In Q1 2016, the WW projector market unit volume declined 3% year on year (YoY) to 1.73m units, with value tumbling 3X this pace(- 9%) to $1.9 billion.

If you want the good news, there are some pockets of growth: China and India experienced Q1 resurgence and global sales of laser phosphor projectors were up 128% YoY.

"The projector market faces multiple; mounting issues - namely competing display technologies (such as interactive flat panel (iFPD) and consumer/commercial grade flat panel displays (FPDs) which are significantly impacting the core mainstream market. WW sales of mainstream business to business (B2B) projectors fell by 7% at the end of Q1 2016. We can see that end users are upgrading but value has continued to tumble by 14% to $695m," comments Claire Kerrison, Senior Projector Analyst, Futuresource Consulting.

Futuresource believes the rate of decline in value is especially significant when one considers the sustained adoption of higher-grade product. “It is attributing to an ever-increasing proportion of mainstream sales, 4-4.9k lumen sales grew 1% point in share YoY, to 8.6% whilst 1080p and WUXGA sales now attribute to 9.1% of sales, up 3% points YoY,” noted Kerrison.

The report also highlights the growth of B2B short throw solutions, with sales increasing to 256k units, a rise of 8.5% YoY in CYQ1. However, growth has not been enjoyed by all regions - with only APAC seeing an increase of 25% ‘YoY’, whilst EMEA and the Americas “fell victim to macro-economic issues.”

The APAC market was driven by strong latent demand in India, as well as continued demand for solid state illumination (SSI) in China (up 207% ‘YoY’). Futuresource says it intends to exploit its resources to dig deeper into the factors surrounding the extraordinary rapid rise of SSI in the Chinese education market in 2016. This could help determine to what level this success could be repeated in other major markets.

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