EL SEGUNDO, CA – Global shipments of LCD-TVs will nearly double from 2008 to 2012, driven mainly by falling prices and consumer demand for flat screens and HD format, according to **iSuppli Corp**.

Worldwide shipments will rise to 193.9 million units by 2012, a CAGR of 67%.

Regionally, Europe and North America continue to be the largest markets for LCD-TVs; shipments in those regions will grow at 13% and 10% CAGRs between 2008 and 2012, respectively. Japanese shipments will remain flat, but sales in China will rise because of the huge uptake in interest spurred by the 2008 Beijing Summer Olympic Games, says iSuppli.

Riddhi Patel, principal analyst for television systems at iSuppli, said consumers are trending toward “space-efficient sets that can support the full-HD 1080p pixel format.”

Affordability is also a factor, he said. “LCD-TVs in the 42" size range in the first quarter of 2006 were priced at $2,000 and above, but now can be purchased for less than $1,000, making them affordable for a wider range of consumers.”

Another factor promoting greater consumer acceptance is aggressive promotion of LCD-TV technology by leading brands. This is attracting consumers that may not have been familiar with the technology, but now have an interest in 1080p after reading or hearing about it, Patel noted.

As consumers begin to embrace larger LCD-TVs sized 50" and more, support for full-HD is becoming critical. An increasing number of brands are adopting a full-HD lineup for sets 37" and larger to differentiate their products from the competition and be able to charge premium pricing, according to the research firm.

Furthermore, more content in the form of Blu-ray DVDs, game consoles and other devices is raising consumer incentives to buy a full-HD set that can support the best viewing experience. Shipments of full-HD sets will grow at a 45% CAGR between 2008 and 2012 to reach 104 million units or 54% of the market by 2012. In 2007, these sets accounted for a mere 14% of LCD-TV shipments, but will grow to 23% of the 100-million-unit market in 2008.

Trends are emerging in the LCD-TV market that will further promote demand and profitability of companies competing in this sector, including the rising use of desktop PC monitor panels for TVs—specifically for smaller sizes of 15-, 19- and 22"; increased emphasis on 120Hz panels; the availability of thin-bezel TVs that make the sets look larger and more attractive, and connectivity options like wireless, Ethernet, USB and SmartMedia becoming increasingly available.