



Ultra-large and interactive screens continue to drive European sales of large format displays

London, 20th April 2017 - Volume sales of large format displays through Western Europe's largest distributors increased significantly in Q1 2017, rising by +29% year-on-year, according to the latest data published by CONTEXT, the European IT market analysis company.

Displays with screen size greater than 55" have been key to this growth: sales in this segment increased by +56% and gained 40% of the market share, seven points more than in the same period the previous year.

"Interactive large format displays have also been major contributors to the Q1 2017 sales increase with an overall growth in sales of +122% year-on-year", said Lachlan Welsh, Senior Analyst at CONTEXT. "The market share of displays with touch screens grew significantly and now stands at 16% compared to 9% in Q1 2016."

Following price increases in Q3 2016, Q1 2017 saw a seasonal fall, with prices decreasing by -5% when compared to the previous quarter; however, they were still 10% higher year-on-year, with an average price of 1250 euros. Price increases have been driven by a product-mix change towards the more expensive 55"-plus and interactive displays.

In terms of vendor performance, Samsung retained its No. 1 position with a 44% share of the total market, having registered year-on-year growth of +18% for the period. LG and NEC completed the top three, with shares of 11% and 9.5% respectively.

Large Format Displays - Q1 2017		Year-on-Year	
Quarterly	Country	Units	Revenue
Q1-17	United Kingdom	20.5%	53.1%
Q1-17	Germany	54.0%	75.1%
Q1-17	France	8.3%	19.2%
Q1-17	Italy	53.8%	60.2%
Q1-17	Sweden	33.9%	20.6%
Q1-17	Spain	25.5%	53.2%
Q1-17	Denmark	32.1%	52.0%
Q1-17	Norway	29.9%	33.6%
Q1-17	Belgium	5.3%	7.6%
Q1-17	Poland	5.0%	91.5%
Q1-17	Finland	47.4%	72.2%
Q1-17	Netherlands	56.7%	69.8%
Q1-17	Austria	45.2%	20.1%
Q1-17	Switzerland	-1.9%	5.1%
Q1-17	Ireland	78.0%	272.7%
		168.5	
Q1-17	Portugal	%	16.2%

About CONTEXT

CONTEXT's market intelligence, performance benchmarks and opportunity analysis empower clients to optimise operations and accelerate tomorrow's revenues. With over 30 years of industry partnership and of experience reporting on large datasets, CONTEXT delivers analytics at all points in the value chain, providing clients with actionable insights rooted in concrete data and a profound understanding of customer needs. CONTEXT is headquartered in London, with over 250 staff across the world.

Press Contact

Funda Cizgenakad

Funda@contextworld.com

Tel: +44 7876 616 246