NielsenIQ

powered by GfK intelligence

Global TV industry forum Q1 2026

Premium features in demand while price erosion continues

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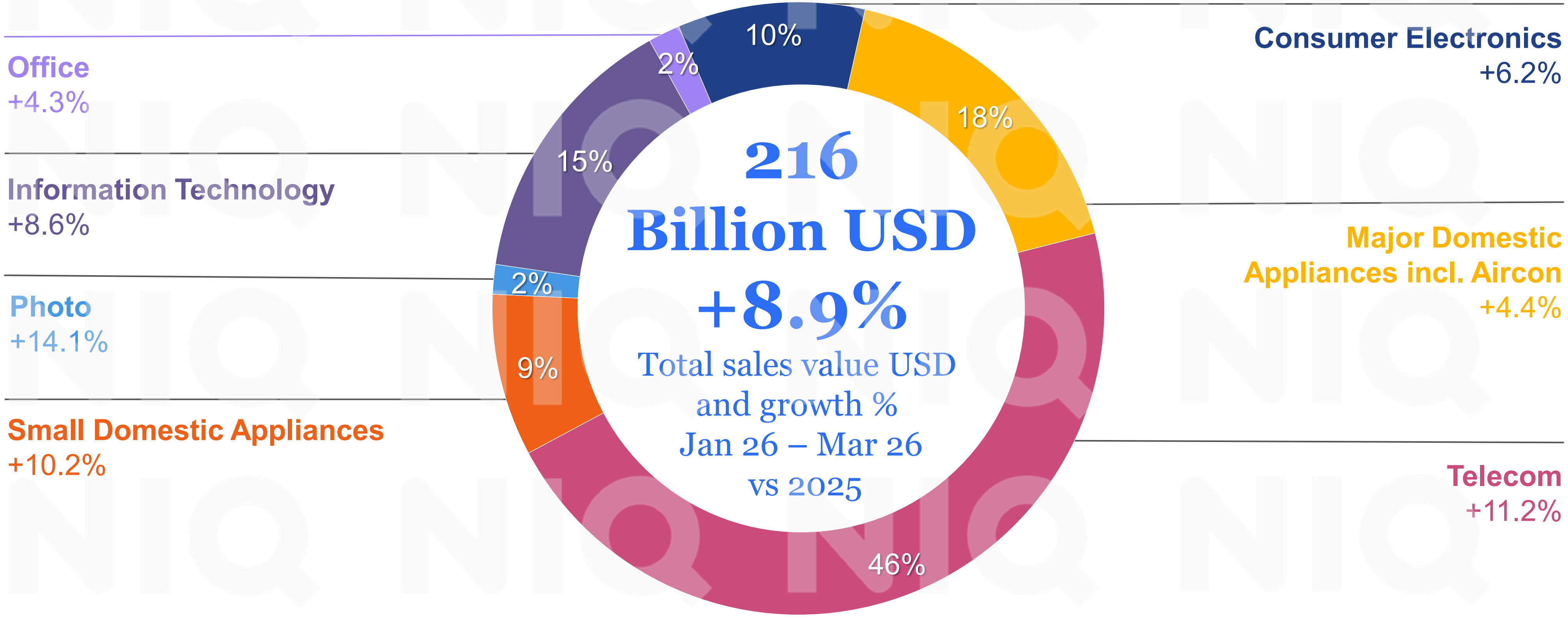
Tech & Durables value growth rebounds to a multi-year high, despite a deceleration in volume

Consumers continue to rationalize purchases; trade-in policy driven growth in China starts plateauing

Global (ex. NA, RU) Tech and Durables | Sales Value USD (NSP) | Growth rate YoY (%)
Jan 2026 – Mar 2026



Jan 26 – Mar 26 Growth PY +/- %

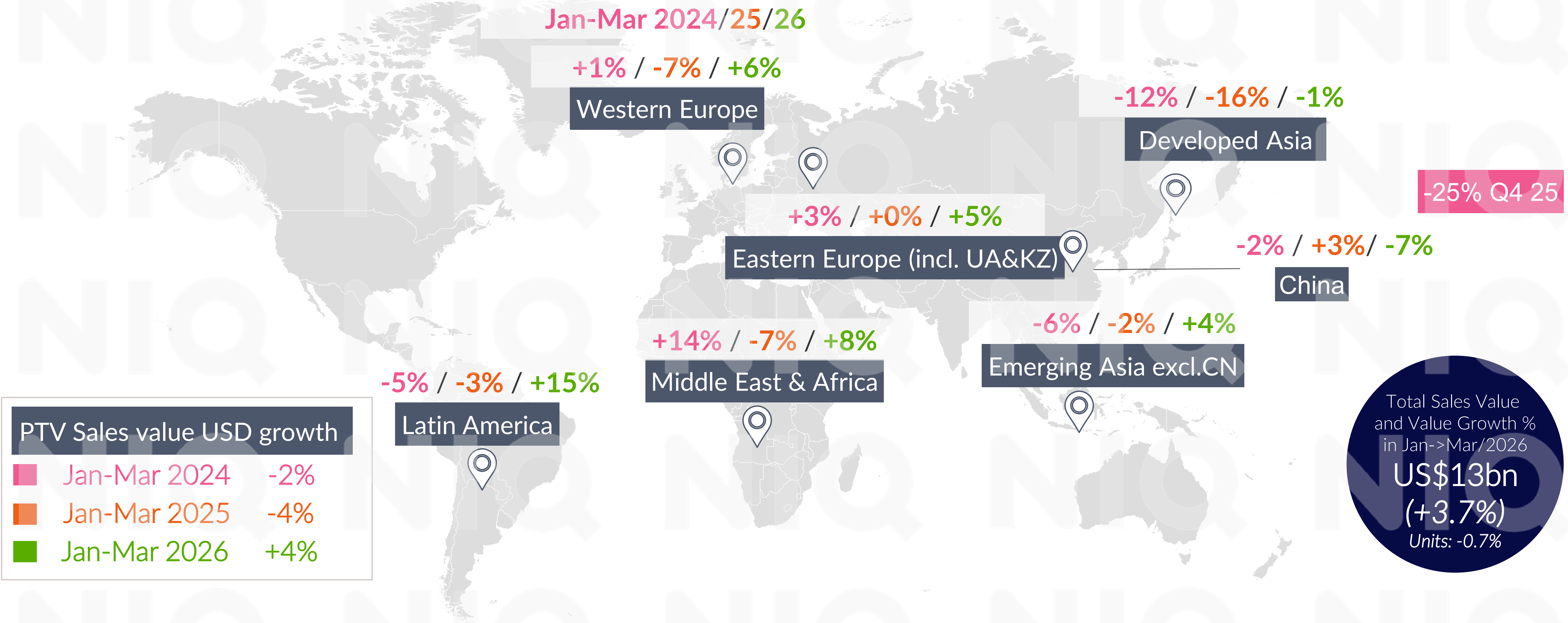
Sales Value USD fix
+3.4%

Sales Value EUR
-4.1%

Sales Units
-1.2%

Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth YTD 2026 vs 2025; Channel Coverage: Retail
CE includes Multifunctional Technical Devices and SDA includes Personal Diagnostics

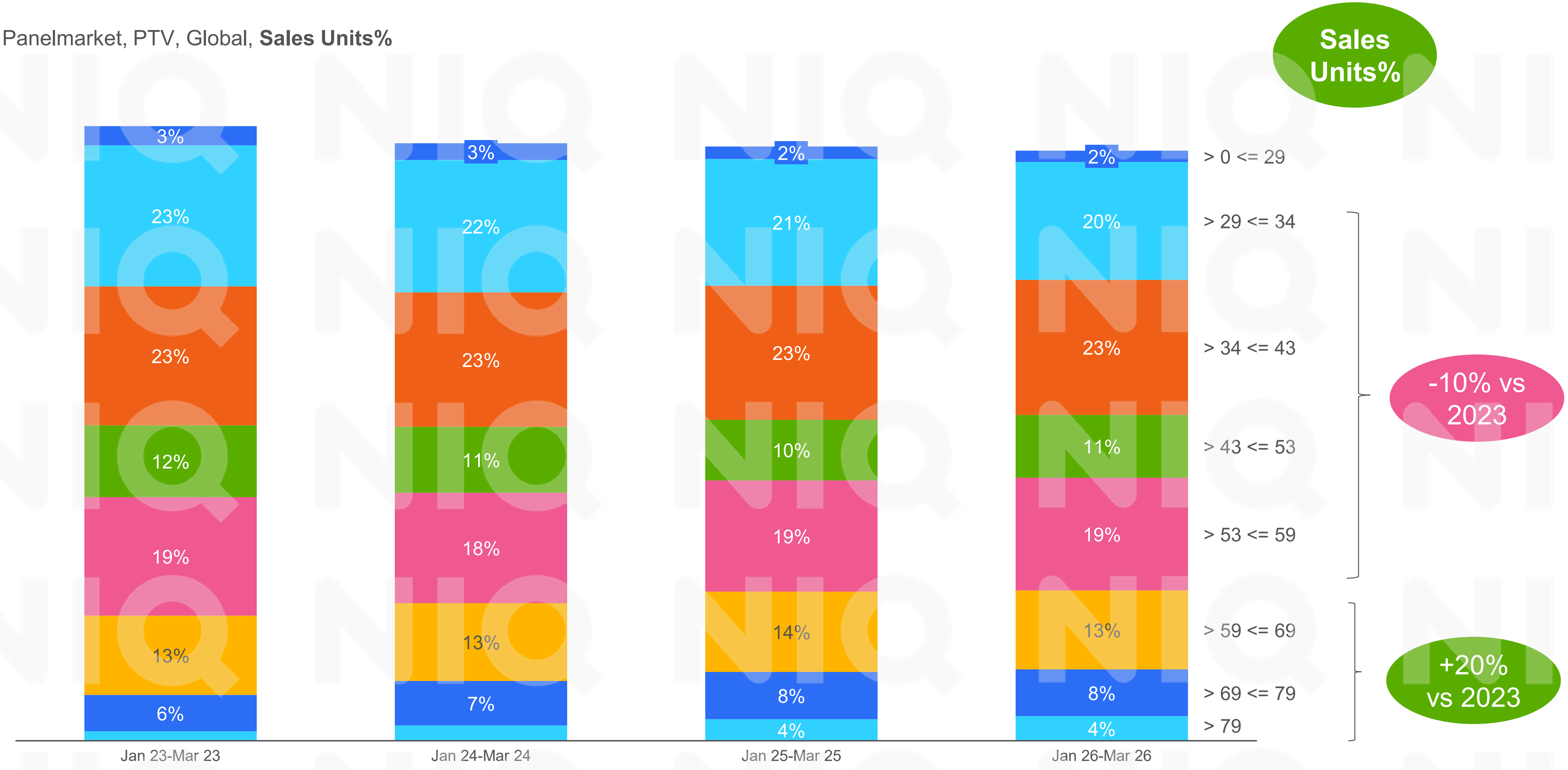
Slowdown is most visible in Developed Asia and China right now – while other emerging regions currently outperform (Middle East, Latin America).



Global PTV market; GfK Market Intelligence: Sales Tracking, Panelmarket, International coverage excl. North America, based on non-subsidized prices USD
PRJ 82721 - RG 6092134 - RP 46278014 - ID 639108770

Larger screens drive the market at they enhance viewing experience, making TV watching a cinematic event.

GfK Panelmarket, PTV, Global, **Sales Units%**

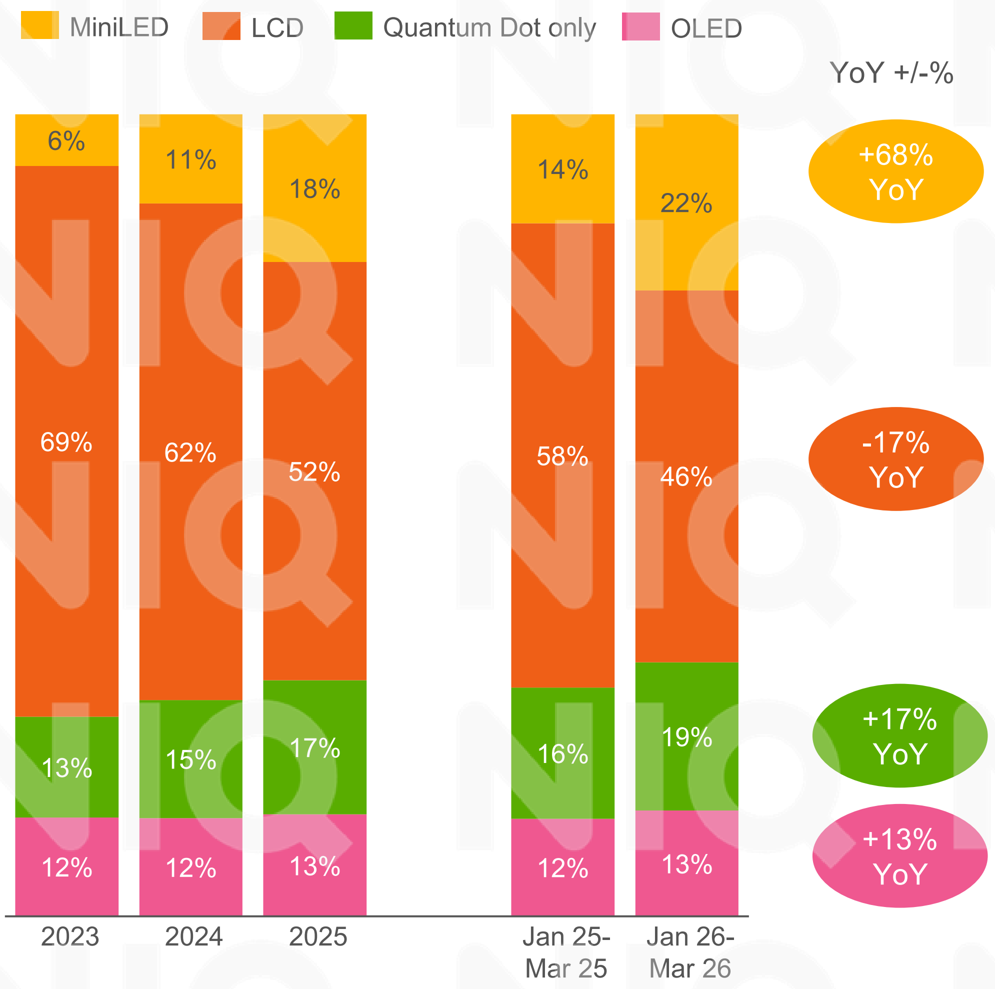


PRJ 46126 - RG 5876307 - RP 43147211 - ID 622100414

Better quality displays gain market share; Quantum Dots and Mini LED lead the growth

Display Type

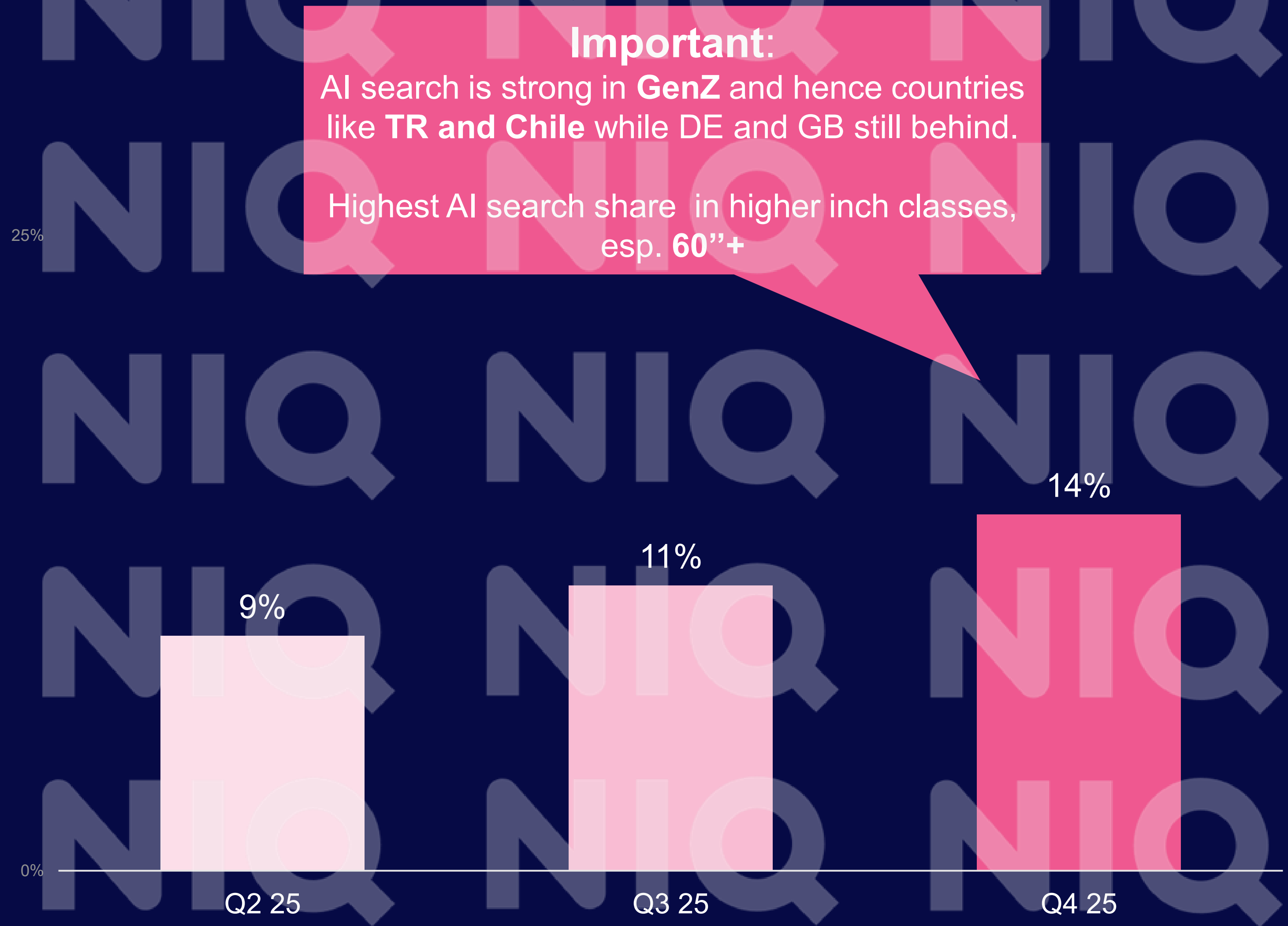
PTV Global Sales Value USD%



PRJ 46126 - RG 5876307 - RP 43147410 - ID 621816158

AI relevance is quickly gaining ground in the research stage when shopping for TVs

Most important touchpoints in purchase journey (research) | **PTV** | Apr’25-Dec’25 | all countries tracked*



Most important touchpoints in purchase journey (research)
*)BR, FR, DE, IT, JP, NL, ES, GB, BE, PL, CL, CH, TR, AT

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