

Front Projectors WW Shipments Hit \$2.63 billion

Written by Roger Douglas
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Worldwide shipments of front projectors grew year-on-year by 6% to 2.12 million units in Q4 2013, representing \$2.63 billion in value, according to research by **Futuresource Consulting**.

Eastern Europe enjoyed the greatest year-on-year quarterly growth where 151,000 units were shipped during Q4 2013, a 12% increase from the year before. The end of a temporary diversion of government funding for infrastructure for the 2014 Winter Olympics allowed Russia to resume its high sell-in volumes, with a total of 780,300 units shipped - a 10% year-on-year increase. Most of this volume went into the education sector and high sell-in is expected to continue for the short term. EU member states in Eastern Europe also enjoyed growth not only due to the Q4 retail period but also as a result of using up the remainder of their 2007-2013 EU budget.

The **Middle East and Africa** saw only modest growth in Q4 2013 with 139,000 units shipped, a 1% year-on-year growth. This was due to education projects in Saudi Arabia and UAE failing to come to fruition. However, the MEA region remains a strong opportunity long term due to its low penetration.

With 412,000 units shipped during Q4 2013, **Western Europe** also enjoyed an overall year-on-year growth of 3%, largely due to strong retail sales in France and Germany, whose markets had year-on-year increases of 8% and 9% respectively. Spain also had its best sell-in

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since 2011 with 330,900 projectors being shipped during the last quarter of 2013. A reduced sell-in to the UK's under-represented retail market for projectors saw the country experience a 5% year-on-year decline in total sales in the final quarter.

This Futuresource Consulting report runs 153 pages and reviews the **global quarterly performance** of the front projectors and provides an outlook to 2019, profiling key countries and regions.

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