

# **2007-2008 Annual Report on China's LCD Display Market**

## **Report Information**

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Research fields: LCD displays, OEM LCD display

Enterprises involved: Samsung, AOC, LG, ViewSonic, Great Wall, BenQ, Philips, etc.

## **Report Highlights**

In 2007, there are changes in competition situation in China's LCD display market, in particular, members in the second-tier market. Average selling price (ASP) did not fall dramatically, because 19" LCD displays replaced 17" LCD displays to become the mainstream, and the price of panels rose in the second half of the year. Vendors started to compete for the high-end market and maintain rational profit margin, instead of cutting prices to increase sales volume.

With regard to market structure, dual-core and large screen become key words for LCD displays. As competition escalates, intensive channel management become a common topic for vendors and channel partners. Terminal capability becomes a crucial factor in competition.

In the face of changes and challenges in competition and the market, CCID Consulting releases 2007-2008 Annual Report on China's LCD Display Market, to help vendors, investors and industry insiders grasp more accurately laws governing the development of the market's development and in combing the development track of application value:

 Deep and accurate market research data: On the basis of in-depth research of

leading vendors' main product models, the report depicts changes in the market from the angle of product structure, price segments, regions and provinces, cities, vertical and parallel segments, and distribution channels.

- 📖 All-round and profound market competition analysis: In addition to summing up enterprises' performance in the dimension of market segments, competition strategy and SWOT analysis, CCID Consulting leverages its profound understanding of the IT market to establish a CPM matrix system consisting of 6 items and 31 sub-items, to review the makings of success in the marketplace. Vendors are divided into four quadrants including leaders and challengers.
- 📖 Scientific and complete forecasts: Through regression modeling and expert verification in major market segments, it conducts correlation analysis with related industry links, to present valuable trend analysis and quantitative forecast result.

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