

Hisense retains No. 2 ranking globally for TV shipment in 2023

SUWANEE, GA (Feb. 22, 2024) – Global consumer electronics and home appliance corporation [Hisense](#) retained its No. 2 global ranking for TV shipments in 2023 with a volume of 25.9 million units shipped in the global marketplace according to the *2023 Monthly Report of Global TV Shipment Volume of TV Brands* from market research institute AVC Revo. Hisense has been the only brand that has continued to grow in the past six years among the world's top 5 TV brands.

Hisense is currently expanding its globalization strategy and optimizing its global footprint in operating 34 industrial parks, 25 R&D centers and 66 overseas companies. In the past year, Hisense's overseas market shipment increased by 12.2% and saw an acceleration of shipment to North American and European markets achieving double-digit growth.

In early January, [Hisense participated at CES 2024](#) with its leading technology products, including its ULED X TV and Laser TVs, with the company winning over 30 awards for excellent innovation and performance for its products.

As the official sponsor of EURO 2024 and the NBA, Hisense will focus on deepening the connection between consumers and its products through an aggressive marketing campaign. This will include the introduction of more cutting-edge TV products to provide customers with incredible gaming and viewing experiences.