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HISENSE TVS MAINTAIN GLOBAL NO. 2 RANKING IN 2024, LEAD 100-INCH TV MARKET WORLDWIDE

SUWANEE, GA (Feb. 19, 2025) – Hisense reinforced its global leadership in consumer electronics as 2024 market data reveals continued sustained growth. The company shipped 29.14 million TVs worldwide this year, capturing 14% of the global market share according to international market research firm Omdia. Ranked second in global TV shipments from 2022 to 2024, Hisense remains the only manufacturer to achieve sales growth for seven consecutive years.

Hisense has firmly established itself as the global leader in the large-screen TV market. The company holds the top position worldwide with a 19.8% market share in shipments for TVs sized 75 inches and above. In the ultra-large TV segment, Hisense dominates with a 30.3% market share for 98-inch+ models and an impressive 58.8% for 100-inch+ models, securing the number one spot globally. According to GFK and Circana, Hisense TVs are ranked first in countries such as Japan, Australia, South Africa, and Slovenia.

Hisense's ongoing success in a highly competitive market is due to its commitment to user-centric technology and ultimate quality, enhancing everyday life for customers. As the pinnacle of Hisense's technology, the 116-inch TriChroma LED TV features advanced RGB Local Dimming Display Technology. Powered by the Hi-View AI Engine X, AI-driven features like AI Peak Brightness and AI RGB Local Dimming ensure real-time adjustments for vivid, lifelike visuals. For Hisense, AI is the driving force behind innovation, enhancing viewing experiences and energy efficiency.

Hisense's unwavering commitment to innovation and customer satisfaction has solidified its position as a global TV market leader. By leveraging cutting-edge technology and strategic partnerships, Hisense continues to enhance the viewing experience and set industry standards. As it looks to the future, Hisense is well-positioned to sustain its growth and remain a top choice for consumers worldwide.

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About Hisense

Hisense is a leading global home appliance and consumer electronics brand. According to Omdia, Hisense has ranked No. 2 globally in total TV shipments from 2022 to 2024, and No. 1 in 100-inch+ TVs segment from 2023 to 2024. The company has rapidly expanded to operate in more than 160 countries and specializes in multi-media goods, home appliances, and intelligent IT information.

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