



Hisense Tops Global Rankings in Q1 for MiniLED TVs, 100-inch and over Displays, and Laser TVs

SUWANEE, GA (June 6, 2025) — [Hisense](#), a leading brand in global consumer electronics and home appliances, has once again placed first in key display technology categories, according to Q1 2025 data from Omdia. According to the research firm's Q1 2025 data, Hisense ranked No.1 worldwide by volume share in 100-inch and over TVs, MiniLED TVs, and Laser TVs.



Hisense led the 100-inch and over TV market with an impressive 56.7% global volume share, extending its No. 1 ranking from 2023 and 2024 into Q1 2025. In the MiniLED TV segment, Hisense rose to the top with a significant global volume share of 29.3%, reflecting rapid growth and strong consumer trust in its innovative technology. Furthermore, Hisense retained its commanding lead in the Laser TV market, boasting a 69.6% global volume share and continuing its global dominance for six consecutive years, according to the Omdia data.

This strong market performance reflects Hisense's long-term commitment to large-screen innovation, AI-powered imaging, and delivering immersive audio-visual experiences. Reinforcing its visibility on the international stage, Hisense recently launched the "Own the Moment" campaign as part of its global sponsorship of the FIFA Club World Cup 2025™. This initiative seamlessly aligns Hisense's cutting-edge technology with the passion of global sports audiences.



Additionally, Hisense recently announced a partnership with French audio expert Devialet to enhance sound performance across its latest products, promising a richer and more immersive home entertainment experience. These audio enhancements will be available via software update, with availability depending on specific models and regions.

With a steadfast commitment to technological excellence and delivering exceptional user value, Hisense is poised not just to maintain, but to redefine the home entertainment landscape in 2025 and beyond.

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About Hisense USA

Since 2001, Hisense USA Corporation, a subsidiary of Hisense Group, has been a leading provider of technology products, encompassing a diverse range of offerings such as televisions, Laser TVs and Cinemas, soundbars, refrigerators, ranges, dishwashers, and air conditioners. As the Official TV and Home Appliance Partner of the NBA and Official Partner of the FIFA Club World Cup 2025™, the company places maximum emphasis on performance, quality, and value, leading to remarkable industry growth and a reputation for producing reliable, award-winning products. According to Omdia, Hisense ranks No. 2 worldwide in total TV shipments (2022-2024) and No. 1 globally in the 100-inch and over TV segment (2023-Q12025). As the first official partner of the FIFA Club World Cup 2025™, Hisense is committed to global sports partnerships as a way to connect with audiences worldwide.

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