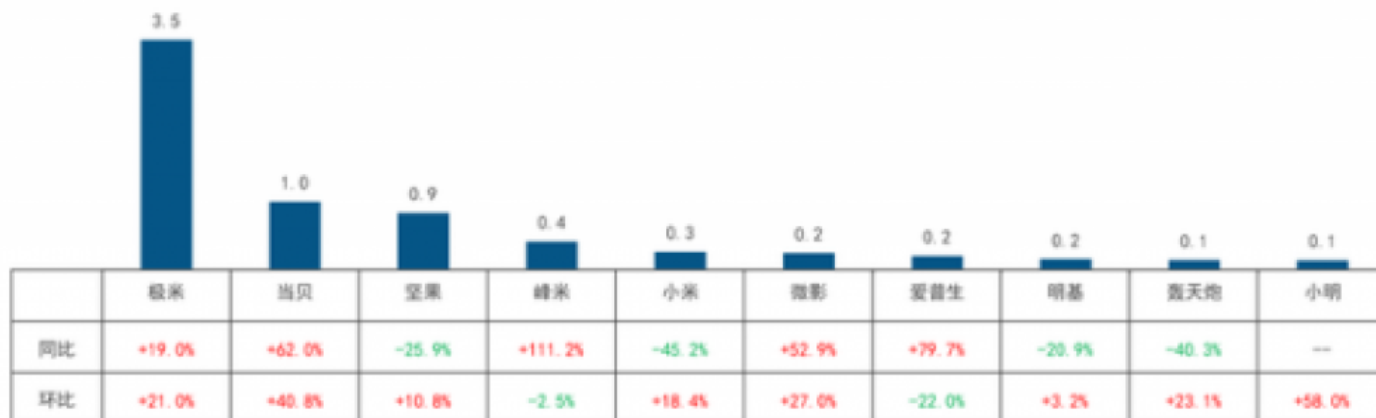


Dangbei Projector ranks second in the market

Dangbei projector will use professional development of better products, to provide better large screen services in the future.

整体市场TOP10品牌销售额



数据来源：洛图科技 (Lotto) 线上数据，单位：亿元

Fairbanks, Alaska Apr 25, 2022 (Issuewire.com) - Recently, "the latest intelligent projector data report of Lotto Technology" shows that: the projector industry dark horse Dangbei projector once again showed amazing results, with sales increasing 62% year-on-year and 40% ringgit in case of stock out, surpassing brands such as JMGO and Xiaomi; while achieving the proud achievement of being the first in the industry in case of no stock out. In addition in the report for 2021, Dangbei projector four quarterly growth of 400%, 275%, 136%, and 65.9% respectively. These data allow us to see that even if affected by the shortage of chips in the industry, the Dangbei projector still maintains a high growth rate with its strong product power.

In 2019, Dangbei, which started in the big screen software business, entered the projector market, quickly set up its hardware development team and professional after-sales service team, and using Dangbei's advantages in software R&D, released several excellent products in succession, which have since quickly opened the projector market and gained recognition from the industry as well as users.

Dangbei is the fastest growing brand in the industry, which is related to Dangbei's product power and brand strategy, of which in the last year Dangbei released two products, making Dangbei the leading brand in the current smart projector industry.

How Dangbei is running fast to the forefront of the industry

In recent years, the smart projector has become one of the fastest-growing categories in the home consumer appliance market. According to Lotto Technology, China's smart projector sales have exceeded 4.8 million units in 2021, and annual sales have exceeded ¥11.6 billion, a year-on-year increase of nearly 30%, and according to projector professional media forecasts, people's demand for smart projectors has not yet reached its peak.

Compared to TVs, projectors can achieve a larger image, which coincides with the needs of people nowadays, which has enabled the rapid development of the whole industry. In comparison to TVs, projectors need higher brightness to support the image, so these two years from the smart projector market segmentation, high brightness high-end smart projector sales are increasing, and Dangbei's current strategy is to focus on the high-end projector field, and in the projector brightness of this aspect of the effort.

Dangbei projection, the future can be expected

Dangbei projection will use professional development of better products, to provide better large screen services in the future. And as a young brand, just three years, more than Xiaomi, JMGO, and other old brands, reached the second position in the industry, when the potential of the shellfish is worthy of our belief, look forward to the future performance of the shellfish!



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Source : Dangbei

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