

# Asustek to remain the largest gaming monitor vendor in 2017, says company executive

Monica Chen, Taipei; Joseph Tsai, DIGITIMES [Tuesday 13 December 2016]

Seeing that more competitors are joining the gaming monitor market, Vincent Chiou, associate president of Asustek Computer's Monitor Business Unit, is not concerned about the competition and believes the competition will help the market to see more new developments. As demand for gaming and enterprise monitors continues rising, Chiou expects overall monitor shipments to grow 5-10% on year in 2017 and Asustek will remain the largest vendor in the gaming monitor market.

Chiou pointed out that Asustek has already been expanding the presence of its Republic of Gamers (ROG) brand in the gaming monitor market for many years and its strong brand recognition and marketing ability are helping the company to stay at the front of the market.

Asustek has also been pushing its monitor products into the enterprise sector. Currently, over 50% of Taiwan's government and education procurement orders are supplied by Asustek, while the company also previously landed orders from Taiwan's finance institutes and restaurant chain; Japan's Kumamoto and Narita Airports; and an opera house in Czech Republic.

In Europe, Middle East and Africa (EMEA) market, Asustek's monitor shipments are expected to enjoy an on-year growth much higher than the market average in 2016 and the company is also a top-3 vendor in countries including Germany, France, Italy, Spain, Portugal and Turkey. In Taiwan, Asustek currently has about 28-29% market share, according to IDC's latest number.

Chiou noted that gaming models currently account for 10% of Asustek's overall monitor shipments and Europe and North America are the main selling markets for gaming monitors with demand from Asia Pacific and China also growing strong. Asustek's share in Europe's gaming monitor market is about 40% and 50% in North America.

As for new technology, Asustek is planning to launch a gaming monitor with a 240Hz refresh rate in the near future, featuring Nvidia's G-Sync technology. The monitor will also feature Asustek's ultra-low blue light and flicker-free technologies.

Chiou expects gaming monitor shipments to grow over 100% and new features such as larger size, higher resolution, curve panel and increased refresh rate, are all expected to help increase gaming monitor demand in 2017.



Vincent Chiou, associate president of Asustek Computer's Monitor Business Unit  
Photo: Monica Chen, Digitimes, December 2016

Categories: [Display system](#) [Displays](#)

Tags: [2017](#) [Asustek](#) [Asustek Computer gaming monitor](#)

Companies: [Asustek Computer](#)

#### RELATED STORIES

---

[Gaming monitor competition to heat up in 2017 \(Dec 6\)](#)

[Gaming monitor market to see growing competition between Asustek, BenQ and TPV \(Jun 3\)](#)

[Asustek sees 30% growth in Europe LCD monitor market, Acer leads in North America \(Mar 31\)](#)

[Asustek acquires 40% share in gaming monitor market; seeing increasing competition \(Dec 15\)](#)

---

© DIGITIMES Inc. All rights reserved.

Please do not republish, publicly broadcast or publicly transmit content from this website without written permission from DIGITIMES Inc. Please contact us if you have any questions.