

Global Smart TV Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

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Abstracts

The Global Smart TV Market is expected to grow from USD 190,236.45 Million in 2018 to USD 351,256.45 Million by the end of 2025 at a Compound Annual Growth Rate (CAGR) of 9.15%.

The positioning of the Global Smart TV Market vendors in FPNV Positioning Matrix are determined by Business Strategy (Business Growth, Industry Coverage, Financial Viability, and Channel Support) and Product Satisfaction (Value for Money, Ease of Use, Product Features, and Customer Support) and placed into four quadrants (F: Forefront, P: Pathfinders, N: Niche, and V: Vital).

The report deeply explores the recent significant developments by the leading vendors and innovation profiles in the Global Smart TV Market including are Koninklijke Philips N.V., LG Electronics Inc., Panasonic Corporation, Samsung Electronics Co. Ltd., Sony Corporation, Apple Inc., Haier Group Corporation, Hisense Group Co. Ltd, Hitachi Ltd, TCL Corporation, VIZIO Inc., Vu Technologies Pvt. Ltd., Westinghouse Electric Corporation, and Xiaomi Corporation.

On the basis of Resolution Type, the Global Smart TV Market is studied across 4K UHD TV, 8K TV, Full HD TV, and HDTV.

On the basis of Panel Type, the Global Smart TV Market is studied across LCD, LED, OLED, and QLED.

On the basis of Age Group, the Global Smart TV Market is studied across Core Millennials (27-31), Generation X (37-51), Generation Z (17-22), Greatest Generation

(52+), Mature Millennials (32-36), and Young Millennials (23-26).

On the basis of Screen Type, the Global Smart TV Market is studied across Curved Screen and Flat Screen.

On the basis of Distribution Channel, the Global Smart TV Market is studied across Offline and Online.

For the detailed coverage of the study, the market has been geographically divided into the Americas, Asia-Pacific, and Europe, Middle East & Africa. The report provides details of qualitative and quantitative insights about the major countries in the region and taps the major regional developments in detail.

In the report, we have covered two proprietary models, the FPNV Positioning Matrix and Competitive Strategic Window. The FPNV Positioning Matrix analyses the competitive market place for the players in terms of product satisfaction and business strategy they adopt to sustain in the market. The Competitive Strategic Window analyses the competitive landscape in terms of markets, applications, and geographies. The Competitive Strategic Window helps the vendor define an alignment or fit between their capabilities and opportunities for future growth prospects. During a forecast period, it defines the optimal or favorable fit for the vendors to adopt successive merger and acquisitions strategies, geography expansion, research & development, new product introduction strategies to execute further business expansion and growth.

Research Methodology:

Our market forecasting is based on a market model derived from market connectivity, dynamics, and identified influential factors around which assumptions about the market are made. These assumptions are enlightened by fact-bases, put by primary and secondary research instruments, regressive analysis and an extensive connect with industry people. Market forecasting derived from in-depth understanding attained from future market spending patterns provides quantified insight to support your decision-making process. The interview is recorded, and the information gathered is put on the drawing board with the information collected through secondary research.

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on sulfuric acid offered by the key players in the Global Smart TV Market
2. Product Development & Innovation: Provides intelligent insights on future

technologies, R&D activities, and new product developments in the Global Smart TV Market

3. Market Development: Provides in-depth information about lucrative emerging markets and analyzes the markets for the Global Smart TV Market

4. Market Diversification: Provides detailed information about new products launches, untapped geographies, recent developments, and investments in the Global Smart TV Market

5. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the Global Smart TV Market

The report answers questions such as:

1. What is the market size of Smart TV market in the Global?
2. What are the factors that affect the growth in the Global Smart TV Market over the forecast period?
3. What is the competitive position in the Global Smart TV Market?
4. Which are the best product areas to be invested in over the forecast period in the Global Smart TV Market?
5. What are the opportunities in the Global Smart TV Market?
6. What are the modes of entering the Global Smart TV Market?

Contents

1. PREFACE

- 1.1. Objectives of the Study
- 1.2. Market Segmentation & Coverage
- 1.3. Years Considered for the Study
- 1.4. Currency & Pricing
- 1.5. Language
- 1.6. Stakeholders

2. RESEARCH & FORECASTING

- 2.1. Research Methodology
 - 2.1.1. Research Process
 - 2.1.2. Research Framework
 - 2.1.3. Research Reliability & Validity
 - 2.1.4. Research Assumptions
- 2.2. Forecasting Methodology
- 2.3. Research Outcome
 - 2.3.1. 360iResearch Competitive Strategic Window
 - 2.3.1.1. Leverage Zone
 - 2.3.1.2. Vantage Zone
 - 2.3.1.3. Speculative Zone
 - 2.3.1.4. Bottleneck Zone
 - 2.3.2. 360iResearch FPNV Positioning Matrix
 - 2.3.2.1. 360iResearch Quadrants
 - 2.3.2.1.1. Forefront
 - 2.3.2.1.2. Pathfinders
 - 2.3.2.1.3. Niche
 - 2.3.2.1.4. Vital
 - 2.3.2.2. Business Strategy
 - 2.3.2.2.1. Business Growth
 - 2.3.2.2.2. Industry Coverage
 - 2.3.2.2.3. Financial Viability
 - 2.3.2.2.4. Channel Support
 - 2.3.2.3. Product Satisfaction
 - 2.3.2.3.1. Value for Money
 - 2.3.2.3.2. Ease of Use

- 2.3.2.3.3. Product Features
- 2.3.2.3.4. Customer Support

3. EXECUTIVE SUMMARY

- 3.1. Outlook in the Smart TV Market
- 3.2. Opportunities in the Smart TV Market

4. PREMIUM INSIGHT

- 4.1. Market Connectivity
- 4.2. Market Dynamics
 - 4.2.1. Drivers
 - 4.2.1.1. Growing disposable income across emerging economies
 - 4.2.1.2. Rising trend of video-on-demand service
 - 4.2.1.3. Increasing adoption of smart devices across iot ecosystem
 - 4.2.1.4. Growing admiration for OTT streaming in audio visual content
 - 4.2.2. Restraints
 - 4.2.2.1. Lack of high speed internet penetration in certain emerging economies
 - 4.2.3. Opportunities
 - 4.2.3.1. Increasing adoption of smart homes
 - 4.2.3.2. High adoption of smart TVs in various application areas
 - 4.2.4. Challenges
 - 4.2.4.1. Lack of awareness across rural households
- 4.3. Porter's Five Forces Analysis
 - 4.3.1. Threat of New Entrants
 - 4.3.2. Threat of Substitutes
 - 4.3.3. Bargaining Power of Customers
 - 4.3.4. Bargaining Power of Suppliers
 - 4.3.5. Industry Rivalry
- 4.4. Industry Trends

5. GLOBAL SMART TV MARKET, BY RESOLUTION TYPE

- 5.1. Overview
- 5.2. Market Sizing & Forecasting
- 5.3. 4K UHD TV
- 5.4. 8K TV
- 5.5. Full HD TV

5.6. HDTV

6. GLOBAL SMART TV MARKET, BY PANEL TYPE

- 6.1. Overview
- 6.2. Market Sizing & Forecasting
- 6.3. LCD
- 6.4. LED
- 6.5. OLED
- 6.6. QLED

7. GLOBAL SMART TV MARKET, BY AGE GROUP

- 7.1. Overview
- 7.2. Market Sizing & Forecasting
- 7.3. Core Millennials (27-31)
- 7.4. Generation X (37-51)
- 7.5. Generation Z (17-22)
- 7.6. Greatest Generation (52+)
- 7.7. Mature Millennials (32-36)
- 7.8. Young Millennials (23-26)

8. GLOBAL SMART TV MARKET, BY SCREEN TYPE

- 8.1. Overview
- 8.2. Market Sizing & Forecasting
- 8.3. Curved Screen
- 8.4. Flat Screen

9. GLOBAL SMART TV MARKET, BY DISTRIBUTION CHANNEL

- 9.1. Overview
- 9.2. Market Sizing & Forecasting
- 9.3. Offline
- 9.4. Online

10. GLOBAL SMART TV MARKET, BY GEOGRAPHY

- 10.1. Overview

10.2. Market Sizing & Forecasting

10.3. Americas

10.3.1. Overview

10.3.2. Market Sizing & Forecasting

10.3.3. Argentina

10.3.4. Brazil

10.3.5. Canada

10.3.6. Mexico

10.3.7. United States

10.4. Asia-Pacific

10.4.1. Overview

10.4.2. Market Sizing & Forecasting

10.4.3. Australia

10.4.4. China

10.4.5. India

10.4.6. Japan

10.5. Europe, Middle East & Africa

10.5.1. Overview

10.5.2. Market Sizing & Forecasting

10.5.3. France

10.5.4. Germany

10.5.5. Italy

10.5.6. Spain

10.5.7. United Kingdom

11. COMPETITIVE LANDSCAPE

11.1. 360iResearch FPNV Positioning Matrix for Global Smart TV Market

11.2. Market Vendor Ranking Analysis for Global Smart TV Market

11.3. Competitive News Feed Analysis for Global Smart TV Market

12. COMPANY USABILITY PROFILES

12.1. Koninklijke Philips N.V.

12.1.1. Overview

12.1.2. Strategy

12.1.3. SWOT

12.2. LG Electronics Inc.

12.2.1. Overview

- 12.2.2. Strategy
- 12.2.3. SWOT
- 12.3. Panasonic Corporation
 - 12.3.1. Overview
 - 12.3.2. Strategy
 - 12.3.3. SWOT
- 12.4. Samsung Electronics Co. Ltd.
 - 12.4.1. Overview
 - 12.4.2. Strategy
 - 12.4.3. SWOT
- 12.5. Sony Corporation
 - 12.5.1. Overview
 - 12.5.2. Strategy
 - 12.5.3. SWOT
- 12.6. Apple Inc.
- 12.7. Haier Group Corporation
- 12.8. Hisense Group Co. Ltd
- 12.9. Hitachi Ltd
- 12.10. TCL Corporation
- 12.11. VIZIO Inc.
- 12.12. Vu Technologies Pvt. Ltd.
- 12.13. Westinghouse Electric Corporation
- 12.14. Xiaomi Corporation

13. APPENDIX

- 13.1. Discussion Guide
- 13.2. Top Reports
 - 13.2.1. Global Crane Rental Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025
 - 13.2.2. Global Computer Vision Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025
 - 13.2.3. Global Payment Gateway Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025
 - 13.2.4. Global B2B Travel Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025
 - 13.2.5. Global Varicose Vein Treatment Devices Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

13.3. Author Details

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