

Smart TV Market Research Report by Resolution Type (4K UHD TV, 8K TV, Full HD TV, and HDTV), by Panel Type (LCD, LED, OLED, and QLED), by Age Group, by Screen Type, by Distribution Channel - Global Forecast to 2025 - Cumulative Impact of COVID-19

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Abstracts

Market Statistics:

The report provides market sizing and forecast across five major currencies - USD, EUR GBP, JPY, and AUD. This helps organization leaders make better decisions when currency exchange data is readily available.

1. The Global Smart TV Market is expected to grow from USD 224,488.60 Million in 2020 to USD 343,442.01 Million by the end of 2025.
2. The Global Smart TV Market is expected to grow from EUR 196,835.87 Million in 2020 to EUR 301,136.48 Million by the end of 2025.
3. The Global Smart TV Market is expected to grow from GBP 174,987.52 Million in 2020 to GBP 267,710.98 Million by the end of 2025.
4. The Global Smart TV Market is expected to grow from JPY 23,958,622.85 Million in 2020 to JPY 36,653,965.79 Million by the end of 2025.
5. The Global Smart TV Market is expected to grow from AUD 325,987.31 Million in 2020 to AUD 498,723.48 Million by the end of 2025.

Market Segmentation & Coverage:

This research report categorizes the Smart TV to forecast the revenues and analyze the trends in each of the following sub-markets:

Based on Resolution Type, the Smart TV Market studied across 4K UHD TV, 8K TV, Full HD TV, and HDTV.

Based on Panel Type, the Smart TV Market studied across LCD, LED, OLED, and QLED.

Based on Age Group, the Smart TV Market 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).

Based on Screen Type, the Smart TV Market studied across Curved Screen and Flat Screen.

Based on Distribution Channel, the Smart TV Market studied across Offline and Online.

'The Asia-Pacific is projected to witness the highest growth during the forecast period'

Based on Geography, the Smart TV Market studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas region surveyed across Argentina, Brazil, Canada, Mexico, and United States. The Asia-Pacific region surveyed across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, South Korea, and Thailand. The Europe, Middle East & Africa region surveyed across France, Germany, Italy, Netherlands, Qatar, Russia, Saudi Arabia, South Africa, Spain, United Arab Emirates, and United Kingdom. The Americas commanded the largest size in the Smart TV Market in 2020. On the other hand, the Asia-Pacific is expected to grow at the fastest CAGR during the forecast period.

Company Usability Profiles:

The report deeply explores the recent significant developments by the leading vendors and innovation profiles in the Global Smart TV Market including Advanced Micro Devices, Inc., Apple Inc., Google, LLC, Haier Electronics Group Co Ltd, Hisense Group Co. Ltd, Hitachi Ltd., Intex Technologies, Koninklijke Philips N.V., LG Electronics Inc., Logitech International S.A., Microsoft Corporation, MIRC ELECTRONICS LIMITED, Nyxio Technologies, Panasonic Corp, Samsung Electronics Co. Ltd., Sharp Corporation, Sony Corporation, TCL Corporation, Toshiba Corporation, Videocon Industries Limited, VIZIO, Inc, and Westinghouse Electric Corporation.

Cumulative Impact of COVID-19:

COVID-19 is an incomparable global public health emergency that has affected almost every industry, so far and, the long-term effects projected to impact the industry growth during the forecast period. Our ongoing research amplifies our research framework to

ensure the inclusion of underlying COVID-19 issues and potential paths forward. The report is delivering insights on COVID-19 considering the changes in consumer behavior and demand, purchasing patterns, re-routing of the supply chain, dynamics of current market forces, and the significant interventions of governments. The updated study provides insights, analysis, estimations, and forecast, considering the COVID-19 impact on the market.

360iResearch FPNV Positioning Matrix:

The 360iResearch FPNV Positioning Matrix evaluates and categorizes the vendors in the Smart TV Market on the basis of 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) that aids businesses in better decision making and understanding the competitive landscape.

360iResearch Competitive Strategic Window:

The 360iResearch Competitive Strategic Window analyses the competitive landscape in terms of markets, applications, and geographies. The 360iResearch 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 acquisition strategies, geography expansion, research & development, and new product introduction strategies to execute further business expansion and growth.

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and new product developments

The report answers questions such as:

1. What is the market size and forecast of the Global Smart TV Market?
2. What are the inhibiting factors and impact of COVID-19 shaping the Global Smart TV

Market during the forecast period?

3. Which are the products/segments/applications/areas to invest in over the forecast period in the Global Smart TV Market?

4. What is the competitive strategic window for opportunities in the Global Smart TV Market?

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