

Set-Top Boxes (STB) Market By Technology (Satellite, IPTV, Cable, Others), By Resolution (SD, HD, UHD, 4k, Others) By Distribution Channel (Offline, Online) By Application (Residential, Commercial) : Global Opportunity Analysis and Industry Forecast, 2024-2032

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Abstracts

Set-top Box (STB) Market

The global set-top box (STB) market was valued at \$22.07 billion in 2023 and is estimated to reach \$31.81 billion by 2032, exhibiting a CAGR of 4.17% from 2024 to 2032.

Set-top box, also known as cable box and receiver, is an information application device that consists of a TV-tuner input, which receives signal from an external source and displays output on a television set. The external sources of signal are diverse for the set-top box, including an Ethernet cable, a satellite dish, a cable line (cable television), and an Internet line.

Increase in the popularity of smart TVs and smart set top box is a major driver of the set-top box market. Smart TVs feature internet connectivity and advanced functionalities; therefore, they require compatible set-top boxes to access the streaming services. In addition, the content delivered through set-top boxes is of HD and UHD quality, hence boosting their demand among customers. At present, assimilation of edge computing and AI assistance into set-top boxes is acquiring traction as it improves efficiency and enhances the user experience.

However, the implementation of government regulations regarding the use of frequency bandwidth by set-top boxes and surge in the popularity of OTT platforms such as Netflix are restraining the market growth. On the contrary, key market players are introducing innovative features into set-top boxes that attract a large consumer base. For instance, the integration of motion sensors is one such advancement, which is expected to revolutionize users' experience by allowing them to adjust volume, navigate menus, and play games by signaling in front of the sensor.

Segment Review

The set-top box (STB) market is segmented into technology, resolution, distribution channel, application, and region. On the basis of technology, the market is divided into satellite/DTH, IPTV, cable, and others. By resolution, it is classified into SD, HD, UHD, 4k, and others. As per distribution channel, it is bifurcated into offline and online channels. Depending on application, it is categorized into residential and commercial. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of technology, the satellite/DTH segment accounted for a high share of the market in 2023.

By resolution, the HD segment held the highest market share in 2023.

As per distribution channel, the offline channel garnered the highest market share in 2023.

Depending on application, the residential segment was the largest shareholder in 2023.

Region wise, Asia-Pacific as the highest revenue-generator of the market in 2023.

Competition Analysis

The major players in the set-top box (STB) market are Advance Digital Broadcast (ADB), Commscope (ARRIS International, plc), Coship Electronics Co.Ltd., Echostar Corporation, Huawei Technologies Co., Ltd, KaonMedia, Sagemcom SAS, Samsung Electronics Co. Ltd., and Technicolor SA, LG CNS Co., Ltd. These players have adopted various key developmental strategies such as business expansion, new

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Regulatory Guidelines

Market share analysis of players at global/region/country level

SWOT Analysis

Key Market Segments

By Technology

Satellite

IPTV

Cable

Others

By Resolution

SD

HD

UHD

4k

Others

By Distribution Channel

Offline

Online

By Application

Residential

Commercial

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

Advance Digital Broadcast

Commscope

Coship Electronics Co.Ltd

Echostar Corporation

Huawei Technologies Co., Ltd

KaonMedia

Sagemcom SAS

Samsung Electronics Co. Ltd

Technicolor SA

LG CNS Co., Ltd

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