

# **Smart TV Market By Resolution Type (8K TV, HDTV, FULL HDTV, 4K UHD TV) , By Screen Type (Curved Screen, Flat Screen) By Application (Commercial, Household) By Panel Type (Liquid Crystal Display (LCD, Light Emitting Diode (LED) , Organic Light Emitting Diode (OLED) , Quantum Dot Light Emitting Diode (QLED)) By Platform (Android, Roku, WebOS, MyHomeScreen, Tizen OS, IOS) By Distribution Channel (Online, Offline) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

### Smart TV Market

The smart TV market was valued at \$202.8 billion in 2023 and is projected to reach \$497.3 billion by 2033, growing at a CAGR of 9.5% from 2024 to 2033.

A smart TV is a cutting-edge version of television sets with integrated Internet and interactive Web 2.0 features. The TV enables direct web browsing, social networking platform interaction, application access, and video streaming across several online services. Owing to advancements in technology, features such as voice recognition, gesture control, and AI integration are becoming mainstream in smart TVs.

The rapid proliferation of OTT content providers is a major driver of the smart TV market as the TV allows users to stream the content without the requirement for traditional cable or satellite subscriptions. Moreover, availability of innovative attributes in smart

TVs such as enhanced display technology, color accuracy, improved picture quality, and contrast are boosting the demand for smart TVs. Several ingenious smart TVs are trending in the market currently. These include foldable TV, transparent micro-LED TV, and frame TV.

Despite its popularity, the smart TV market faces certain restraints in its development. The primary restraint of the market is the excessive cost of smart TVs with premium features, which limits the consumer base for the market. Moreover, the deployment of built-in microphones, cameras, and tracking technologies raises privacy concerns regarding data security breaches and unauthorized access to personal information. This deters several consumers from the adoption of smart TVs. For instance, the researchers from Bitdefender, a leader in cybersecurity software, recently exposed vulnerabilities in LG webOS, the operating system for smart TVs by LG.

## Segment Review

The smart TV market is segmented into resolution type, screen type, application, panel type, platform, distribution channel, and region. On the basis of resolution type, the market is divided into 8K TV, HDTV, FULL HDTV, and 4K UHD TV. By screen type, it is bifurcated into curved screen and flat screen. As per application, it is classified into commercial and household. Depending on panel type, it is categorized into liquid crystal display (LCD), light emitting diode (LED), organic light emitting diode (OLED), and quantum dot light emitting diode (QLED). According to platform, it is segmented into android, Roku, WebOS, MyHomeScreen, Tizen OS, and IOS. By distribution channel, it is bifurcated into online and offline. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Findings

On the basis of resolution type, the FULL HDTV segment maintains a prominent share in the market.

By screen type, the flat screen segment garners the attention of consumers.

As per application, the commercial segment is emerging in the smart TV market.

Depending on panel type, the quantum dot light emitting diode (QLED) is projected to dominate the market in coming years.

According to the platform, the android segment dominates the market.

By distribution channel, the online segment is gaining traction of consumers.

Region wise, the market is witnessing a rapid development in Asia-Pacific.

### Competition Analysis

The major players operating in the global smart TV market include Haier Inc., Intex Technologies, Koninklijke Philips N.V., LG Electronics, Panasonic Corporation, Samsung Electronics Co. Ltd, Sansui Electric Co. Ltd, Sony Corporation, TCL Electronics Holdings Limited, Toshiba Solutions Corporation, and Hisense International. These players have adopted various key developmental strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the market.

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Key Market Segments

By Resolution Type

8K TV

HDTV

FULL HDTV

4K UHD TV

By Screen Type

Curved Screen

Flat Screen

By Application

Commercial

Household

## By Panel Type

Liquid Crystal Display (LCD)

Light Emitting Diode (LED)

Organic Light Emitting Diode (OLED)

Quantum Dot Light Emitting Diode (QLED)

## By Platform

Android

Roku

WebOS

MyHomeScreen

Tizen OS

IOS

## By Distribution Channel

Online

Offline

## By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Haier Inc.

Intex Technologies

Koninklijke Philips N.V.

LG Electronics

Panasonic Corporation

Samsung Electronics Co. Ltd

Sansui Electric Co. Ltd

Sony Corporation

TCL Electronics Holdings Limited

Toshiba Digital Solutions Corporation

Hisense International

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
  - 1.4.1. Primary Research
  - 1.4.2. Secondary Research
  - 1.4.3. Analyst Tools and Models

### **CHAPTER 2: EXECUTIVE SUMMARY**

- 2.1. CXO Perspective

### **CHAPTER 3: MARKET LANDSCAPE**

- 3.1. Market Definition and Scope
- 3.2. Key Findings
  - 3.2.1. Top Investment Pockets
  - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
  - 3.3.1. Bargaining Power of Suppliers
  - 3.3.2. Threat of New Entrants
  - 3.3.3. Threat of Substitutes
  - 3.3.4. Competitive Rivalry
  - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
  - 3.4.1. Drivers
  - 3.4.2. Restraints
  - 3.4.3. Opportunities

### **CHAPTER 4: OUTDOOR CUSHIONS MARKET, BY TYPE**

- 4.1. Market Overview
  - 4.1.1 Market Size and Forecast, By Type
- 4.2. Inflatable Cushion
  - 4.2.1. Key Market Trends, Growth Factors and Opportunities



- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. EVA Foam Cushion
  - 4.3.1. Key Market Trends, Growth Factors and Opportunities
  - 4.3.2. Market Size and Forecast, By Region
  - 4.3.3. Market Share Analysis, By Country
- 4.4. Others
  - 4.4.1. Key Market Trends, Growth Factors and Opportunities
  - 4.4.2. Market Size and Forecast, By Region
  - 4.4.3. Market Share Analysis, By Country

## **CHAPTER 5: OUTDOOR CUSHIONS MARKET, BY APPLICATION**

- 5.1. Market Overview
  - 5.1.1 Market Size and Forecast, By Application
- 5.2. Picnic
  - 5.2.1. Key Market Trends, Growth Factors and Opportunities
  - 5.2.2. Market Size and Forecast, By Region
  - 5.2.3. Market Share Analysis, By Country
- 5.3. Hiking
  - 5.3.1. Key Market Trends, Growth Factors and Opportunities
  - 5.3.2. Market Size and Forecast, By Region
  - 5.3.3. Market Share Analysis, By Country
- 5.4. Camping
  - 5.4.1. Key Market Trends, Growth Factors and Opportunities
  - 5.4.2. Market Size and Forecast, By Region
  - 5.4.3. Market Share Analysis, By Country
- 5.5. Sports
  - 5.5.1. Key Market Trends, Growth Factors and Opportunities
  - 5.5.2. Market Size and Forecast, By Region
  - 5.5.3. Market Share Analysis, By Country
- 5.6. Travel
  - 5.6.1. Key Market Trends, Growth Factors and Opportunities
  - 5.6.2. Market Size and Forecast, By Region
  - 5.6.3. Market Share Analysis, By Country

## **CHAPTER 6: OUTDOOR CUSHIONS MARKET, BY MATERIAL**

- 6.1. Market Overview

- 6.1.1 Market Size and Forecast, By Material
- 6.2. Polyester
  - 6.2.1. Key Market Trends, Growth Factors and Opportunities
  - 6.2.2. Market Size and Forecast, By Region
  - 6.2.3. Market Share Analysis, By Country
- 6.3. Nylon
  - 6.3.1. Key Market Trends, Growth Factors and Opportunities
  - 6.3.2. Market Size and Forecast, By Region
  - 6.3.3. Market Share Analysis, By Country
- 6.4. Vinyl
  - 6.4.1. Key Market Trends, Growth Factors and Opportunities
  - 6.4.2. Market Size and Forecast, By Region
  - 6.4.3. Market Share Analysis, By Country
- 6.5. Acrylic
  - 6.5.1. Key Market Trends, Growth Factors and Opportunities
  - 6.5.2. Market Size and Forecast, By Region
  - 6.5.3. Market Share Analysis, By Country
- 6.6. Others
  - 6.6.1. Key Market Trends, Growth Factors and Opportunities
  - 6.6.2. Market Size and Forecast, By Region
  - 6.6.3. Market Share Analysis, By Country

## **CHAPTER 7: OUTDOOR CUSHIONS MARKET, BY REGION**

- 7.1. Market Overview
  - 7.1.1 Market Size and Forecast, By Region
- 7.2. North America
  - 7.2.1. Key Market Trends and Opportunities
  - 7.2.2. Market Size and Forecast, By Type
  - 7.2.3. Market Size and Forecast, By Application
  - 7.2.4. Market Size and Forecast, By Material
  - 7.2.5. Market Size and Forecast, By Country
  - 7.2.6. U.S. Outdoor Cushions Market
    - 7.2.6.1. Market Size and Forecast, By Type
    - 7.2.6.2. Market Size and Forecast, By Application
    - 7.2.6.3. Market Size and Forecast, By Material
  - 7.2.7. Canada Outdoor Cushions Market
    - 7.2.7.1. Market Size and Forecast, By Type
    - 7.2.7.2. Market Size and Forecast, By Application

- 7.2.7.3. Market Size and Forecast, By Material
- 7.2.8. Mexico Outdoor Cushions Market
  - 7.2.8.1. Market Size and Forecast, By Type
  - 7.2.8.2. Market Size and Forecast, By Application
  - 7.2.8.3. Market Size and Forecast, By Material
- 7.3. Europe
  - 7.3.1. Key Market Trends and Opportunities
  - 7.3.2. Market Size and Forecast, By Type
  - 7.3.3. Market Size and Forecast, By Application
  - 7.3.4. Market Size and Forecast, By Material
  - 7.3.5. Market Size and Forecast, By Country
  - 7.3.6. France Outdoor Cushions Market
    - 7.3.6.1. Market Size and Forecast, By Type
    - 7.3.6.2. Market Size and Forecast, By Application
    - 7.3.6.3. Market Size and Forecast, By Material
  - 7.3.7. Germany Outdoor Cushions Market
    - 7.3.7.1. Market Size and Forecast, By Type
    - 7.3.7.2. Market Size and Forecast, By Application
    - 7.3.7.3. Market Size and Forecast, By Material
  - 7.3.8. Italy Outdoor Cushions Market
    - 7.3.8.1. Market Size and Forecast, By Type
    - 7.3.8.2. Market Size and Forecast, By Application
    - 7.3.8.3. Market Size and Forecast, By Material
  - 7.3.9. Spain Outdoor Cushions Market
    - 7.3.9.1. Market Size and Forecast, By Type
    - 7.3.9.2. Market Size and Forecast, By Application
    - 7.3.9.3. Market Size and Forecast, By Material
  - 7.3.10. UK Outdoor Cushions Market
    - 7.3.10.1. Market Size and Forecast, By Type
    - 7.3.10.2. Market Size and Forecast, By Application
    - 7.3.10.3. Market Size and Forecast, By Material
  - 7.3.11. Russia Outdoor Cushions Market
    - 7.3.11.1. Market Size and Forecast, By Type
    - 7.3.11.2. Market Size and Forecast, By Application
    - 7.3.11.3. Market Size and Forecast, By Material
  - 7.3.12. Rest of Europe Outdoor Cushions Market
    - 7.3.12.1. Market Size and Forecast, By Type
    - 7.3.12.2. Market Size and Forecast, By Application
    - 7.3.12.3. Market Size and Forecast, By Material

## 7.4. Asia-Pacific

7.4.1. Key Market Trends and Opportunities

7.4.2. Market Size and Forecast, By Type

7.4.3. Market Size and Forecast, By Application

7.4.4. Market Size and Forecast, By Material

7.4.5. Market Size and Forecast, By Country

7.4.6. China Outdoor Cushions Market

7.4.6.1. Market Size and Forecast, By Type

7.4.6.2. Market Size and Forecast, By Application

7.4.6.3. Market Size and Forecast, By Material

7.4.7. Japan Outdoor Cushions Market

7.4.7.1. Market Size and Forecast, By Type

7.4.7.2. Market Size and Forecast, By Application

7.4.7.3. Market Size and Forecast, By Material

7.4.8. India Outdoor Cushions Market

7.4.8.1. Market Size and Forecast, By Type

7.4.8.2. Market Size and Forecast, By Application

7.4.8.3. Market Size and Forecast, By Material

7.4.9. South Korea Outdoor Cushions Market

7.4.9.1. Market Size and Forecast, By Type

7.4.9.2. Market Size and Forecast, By Application

7.4.9.3. Market Size and Forecast, By Material

7.4.10. Australia Outdoor Cushions Market

7.4.10.1. Market Size and Forecast, By Type

7.4.10.2. Market Size and Forecast, By Application

7.4.10.3. Market Size and Forecast, By Material

7.4.11. Thailand Outdoor Cushions Market

7.4.11.1. Market Size and Forecast, By Type

7.4.11.2. Market Size and Forecast, By Application

7.4.11.3. Market Size and Forecast, By Material

7.4.12. Malaysia Outdoor Cushions Market

7.4.12.1. Market Size and Forecast, By Type

7.4.12.2. Market Size and Forecast, By Application

7.4.12.3. Market Size and Forecast, By Material

7.4.13. Indonesia Outdoor Cushions Market

7.4.13.1. Market Size and Forecast, By Type

7.4.13.2. Market Size and Forecast, By Application

7.4.13.3. Market Size and Forecast, By Material

7.4.14. Rest of Asia-Pacific Outdoor Cushions Market

- 7.4.14.1. Market Size and Forecast, By Type
- 7.4.14.2. Market Size and Forecast, By Application
- 7.4.14.3. Market Size and Forecast, By Material

## 7.5. LAMEA

- 7.5.1. Key Market Trends and Opportunities
- 7.5.2. Market Size and Forecast, By Type
- 7.5.3. Market Size and Forecast, By Application
- 7.5.4. Market Size and Forecast, By Material
- 7.5.5. Market Size and Forecast, By Country
- 7.5.6. Brazil Outdoor Cushions Market
  - 7.5.6.1. Market Size and Forecast, By Type
  - 7.5.6.2. Market Size and Forecast, By Application
  - 7.5.6.3. Market Size and Forecast, By Material
- 7.5.7. South Africa Outdoor Cushions Market
  - 7.5.7.1. Market Size and Forecast, By Type
  - 7.5.7.2. Market Size and Forecast, By Application
  - 7.5.7.3. Market Size and Forecast, By Material
- 7.5.8. Saudi Arabia Outdoor Cushions Market
  - 7.5.8.1. Market Size and Forecast, By Type
  - 7.5.8.2. Market Size and Forecast, By Application
  - 7.5.8.3. Market Size and Forecast, By Material
- 7.5.9. UAE Outdoor Cushions Market
  - 7.5.9.1. Market Size and Forecast, By Type
  - 7.5.9.2. Market Size and Forecast, By Application
  - 7.5.9.3. Market Size and Forecast, By Material
- 7.5.10. Argentina Outdoor Cushions Market
  - 7.5.10.1. Market Size and Forecast, By Type
  - 7.5.10.2. Market Size and Forecast, By Application
  - 7.5.10.3. Market Size and Forecast, By Material
- 7.5.11. Rest of LAMEA Outdoor Cushions Market
  - 7.5.11.1. Market Size and Forecast, By Type
  - 7.5.11.2. Market Size and Forecast, By Application
  - 7.5.11.3. Market Size and Forecast, By Material

## **CHAPTER 8: COMPETITIVE LANDSCAPE**

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping of Top 10 Player

- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

## **CHAPTER 9: COMPANY PROFILES**

- 9.1. Casual Cushion Corp.
  - 9.1.1. Company Overview
  - 9.1.2. Key Executives
  - 9.1.3. Company Snapshot
  - 9.1.4. Operating Business Segments
  - 9.1.5. Product Portfolio
  - 9.1.6. Business Performance
  - 9.1.7. Key Strategic Moves and Developments
- 9.2. Jordan Manufacturing Company, Inc.
  - 9.2.1. Company Overview
  - 9.2.2. Key Executives
  - 9.2.3. Company Snapshot
  - 9.2.4. Operating Business Segments
  - 9.2.5. Product Portfolio
  - 9.2.6. Business Performance
  - 9.2.7. Key Strategic Moves and Developments
- 9.3. Classic Accessories
  - 9.3.1. Company Overview
  - 9.3.2. Key Executives
  - 9.3.3. Company Snapshot
  - 9.3.4. Operating Business Segments
  - 9.3.5. Product Portfolio
  - 9.3.6. Business Performance
  - 9.3.7. Key Strategic Moves and Developments
- 9.4. Cushion Source
  - 9.4.1. Company Overview
  - 9.4.2. Key Executives
  - 9.4.3. Company Snapshot
  - 9.4.4. Operating Business Segments
  - 9.4.5. Product Portfolio
  - 9.4.6. Business Performance
  - 9.4.7. Key Strategic Moves and Developments
- 9.5. PILLOW PERFECT, INC.

- 9.5.1. Company Overview
- 9.5.2. Key Executives
- 9.5.3. Company Snapshot
- 9.5.4. Operating Business Segments
- 9.5.5. Product Portfolio
- 9.5.6. Business Performance
- 9.5.7. Key Strategic Moves and Developments
- 9.6. Greendale Home Fashions
  - 9.6.1. Company Overview
  - 9.6.2. Key Executives
  - 9.6.3. Company Snapshot
  - 9.6.4. Operating Business Segments
  - 9.6.5. Product Portfolio
  - 9.6.6. Business Performance
  - 9.6.7. Key Strategic Moves and Developments
- 9.7. Mousses Etoiles
  - 9.7.1. Company Overview
  - 9.7.2. Key Executives
  - 9.7.3. Company Snapshot
  - 9.7.4. Operating Business Segments
  - 9.7.5. Product Portfolio
  - 9.7.6. Business Performance
  - 9.7.7. Key Strategic Moves and Developments
- 9.8. Farabi Cushion
  - 9.8.1. Company Overview
  - 9.8.2. Key Executives
  - 9.8.3. Company Snapshot
  - 9.8.4. Operating Business Segments
  - 9.8.5. Product Portfolio
  - 9.8.6. Business Performance
  - 9.8.7. Key Strategic Moves and Developments
- 9.9. Blazing Needles, L.P.
  - 9.9.1. Company Overview
  - 9.9.2. Key Executives
  - 9.9.3. Company Snapshot
  - 9.9.4. Operating Business Segments
  - 9.9.5. Product Portfolio
  - 9.9.6. Business Performance
  - 9.9.7. Key Strategic Moves and Developments

## 9.10. Dunrich Ltd

9.10.1. Company Overview

9.10.2. Key Executives

9.10.3. Company Snapshot

9.10.4. Operating Business Segments

9.10.5. Product Portfolio

9.10.6. Business Performance

9.10.7. Key Strategic Moves and Developments



## I would like to order

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