

Global 4K Set-top Box Market Size study & Forecast, by Application (Residential, Commercial), By Product (Internet Protocol Television, Satellite, Cable, Digital Terrestrial Television, Over the top, Hybrid), and Regional Analysis, 2022-2029

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Abstracts

Global 4K Set-top Box Market is valued at approximately USD 2 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 8.4% over the forecast period 2022-2029. A set-top box (STB) is a device that plugs into a television and gives users access to a variety of media, including streaming services, video-on-demand, broadcast television and a 4K set-top box is a device that allows the viewing of content in 4K resolution, which is four times the resolution of standard high-definition (HD) content. The market demand is primarily driven by the factors such as the increasing availability of 4K content from streaming services and increasing demand for high picture resolution content.

In addition, the increasing usage of OTT platforms and the increasing time spent watching television are acting as major driving factors for market growth. According to DataReportal, an average individual spends around 6 hours and 45 minutes looking at the screen per day. Similarly, according to a study from Angelia Ruskin University, children's screen time increased from the two-hour daily limits in Canada following an hour of increased screen time in Germany and an enormous 111% increase in screen time in Tunisia. The increasing screen time among the mass, thus, in turn, is expected to escalate the demand for 4K set-top boxes in the global market. Furthermore, the increasing sales of HD televisions leading to demand for high resolution set-top boxes and rapid digitization in the 4K set-top boxes market are presenting thriving opportunities for market growth over the forthcoming years. However, the lack of technology in rural areas to support 4K set-top boxes is restricting the market growth

over the forecast period of 2022-2029.

The key regions considered for the Global 4K Set-top Box Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific dominated the market in terms of revenue due to the growing popularity of 4K set-top boxes in rapidly developing countries. Whereas, Latin America is also expected to grow at the highest growth rate over the forecasting period. Factors such as developed technologies leading to fast internet speed and a paradigm shift in media consumption are leading to market growth in the forecasting years.

Major market players included in this report are:

Amazon.com, Inc.

Arion Technology Ltd.

EchoStar Corporation

HUMAX Electronics Co. Ltd.

Infomir Group

Inspur Group

Roku, Inc.

Sagemcom Group

Technicolor

Vestel Group

Recent Developments in the Market:

In September 2021, To offer homes access to high-quality services provided by broadcasters and over-the-top (OTT) providers such as Netflix, Amazon, Infinity, Disney+, and DAZN, Technicolor built next-generation Android TV set-top boxes (STBs) for TIM. The STBs are developed using Technicolor Connected Home's JADE platform, which includes Wi-Fi 6, Android 10, and ready-to-add-on extensions such as PVRs and far-field voice.

In August 2021, Tata Sky unveiled the 'Made in India set-top boxes,' which were developed in association with Technicolor Connected Home and Flextronics.

Technicolor Connected Home will begin mass-producing the high-tech boxes it created for Tata Sky in Chennai in partnership with Flextronics.

Global 4K Set-top Box Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape,

Growth factors, and Trends

Segments Covered Application, Product, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Application:

Residential

Commercial

By Product:

Internet Protocol Television

Satellite

Cable

Digital Terrestrial Television

Over the top

Hybrid

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE
Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
ROLA
Rest of the World

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