

Global Android Set-Top Box Market Size study, By Resolution Outlook (HD & Full HD, 4K & above), By Distribution Channel (Online, Brick & Mortar), and Regional Forecasts 2022-2028

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Abstracts

Global Android Set-Top Box Market is valued approximately USD 294.37 million in 2021 and is anticipated to grow with a healthy growth rate of more than 19.5% over the forecast period 2022-2028. Several reasons, such as rising OTT and IPTV platform acceptance and increasing internet penetration, are anticipated to open up sizable potential opportunities during the projection period. Due to its features, including access to a broader variety of apps, rich and robust user experience, and diverse content, Android-powered set-top boxes are quickly evolving and becoming a popular choice among consumers. In comparison to the traditional STB, these devices may be much more customized, which eventually appeals to a larger audience. The value of the android set top box (STB) and television (TV) markets is expected to increase as a result of users' growing demand for high-definition channels and the popularity of smartphones and other comparable devices. Long-term market expansion will be facilitated by rising legislative initiatives to increase demand for android television (TV) and set-top boxes (STB). The desire for hybrid content from viewers will increase, which will help fuel growth in the android set top box (STB) and television (TV) markets. Due to its quicker time to market and lower development costs, prominent players in the market are creating and releasing android set-top boxes. These boxes are continuing to gain popularity and are beginning to take over a larger portion of the already mature set-top box industry. A low-cost hybrid set-top box powered by Android has introduced, Irdeto announced a partnership with Amlogic and Skyworth Digital in November 2019. However, high labor cost is restraining the market growth for the Global Android Set-Top Box Market over the projected period.

The key regions considered for the global Android Set-Top Box Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. Asia-pacific is the leading region across the world in terms of market share owing to the popularity of OTT platforms, growing penetration of smart TV and rising awareness of digital content. Whereas, North America is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the increasing Distribution Channel of Android Set-Top Box, as well as the rising presence of the leading market players, would create lucrative growth prospects for the Android Set-Top Box Market across the North America region.

Major market players included in this report are:

ARRIS International Limited Coship
Evolution Digital, LLC
HUMAX Electronics Co., Ltd.
Kaonmedia Co., Ltd.
NVIDIA Corporation
SAGEMCOM
Shenzhen Skyworth Digital Technology Co., Ltd.
Technicolor
Apple
Skyworth Digital

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed inResolution Outlookation about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Resolution Outlook

HD & Full HD

4K & Above

By Distribution Channel

Online

Brick & Mortar

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

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Android Set-Top Box Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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