

Global Connected Living Room Market Size study & Forecast, by Device Type (Smart TV's, Gaming Consoles, PC/Laptop, Smart Speakers, Smartphones, Tablets) by Application (Video Streaming, Audio Streaming, Gaming) and Regional Analysis, 2022-2029

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Abstracts

Global Connected Living Room Market is valued at approximately USD 48.81 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 8.70% over the forecast period 2022-2029. A connected living room is one that has all the key electronics used in a home, including tablets, televisions, Blu-ray players, home theatre projectors, cellphones, laptops, set-top boxes, home audio systems, and gaming consoles, covered by some sort of technology. The major driving factor for the market is the rising demand for connected home devices. The market for connected living rooms is also benefited from urbanization, digitization, lifestyle changes, rising disposable income, and increased demand for cutting-edge systems. Furthermore, during the projection period of 2021 to 2029, improvements in better resolutions, smart homes, intelligent & connected homes, and linked living rooms offer lucrative prospects to market participants.

According to the MarTech, the United States is the world leader in smart speakers installation; in 2020, 1 in every 4 adults owned a smart speaker in the region. Along with this, the penetration of smart home devices for the years 2019 to 2021 in the United States is also increasing. According to Statista, in 2019, 33 per cent of the U.S population owned at least one smart home device and this figure increased to 43 per cent in the year 2021. Along with this, according to Statista, the penetration of smart TVs in the United Kingdom from the year 2014 to 2021. The penetration of smart TVs has increased significantly and at an increasing rate in the region. As the penetration percentage in 2014 was only 11% which reached 67% in the year 2021. However, the

high cost of Connected Living Rooms stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Connected Living Room Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the dominance of key market players in the region along with this, the region is technologically advanced which is driving the growth of the market in North America. The Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising urbanization and rising adoption of advanced technology in the region.

Major market player included in this report are:

SAMSUNG DISPLAY

LG Display Co., Ltd.

Sony Corporation

Pioneer Corporation.

RAYSTAR OPTRONICS, INC

RITEK CORPORATION

OSRAM GmbH.

WiseChip Semiconductor Inc.

WINSTAR Display Co., Ltd.

Visionox Company

Recent Developments in the Market:

In February 2021, ADT started a partnership with Hippo to bring together ADT's professional smart home monitoring and connected protection system with Hippo's digitally native home insurance policies.

In April 2021, a US-based company named Hubbell Control Solutions launched an improved version of NX Distributed Intelligence Lighting Control Panel (NXP2 Series) which provides centralized connection points which help in reducing the time and cost of deployment of the lighting control.

In October 2021, Hubbell Lighting announced a partnership with LightAZ (US) and they developed a complete unit of electric light, manufacturing company with its headquarters in Illinois, US.

Global Connected Living Room 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 Device Type, Application, 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 Device Type offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Device Type:

Smart TVs

Gaming Consoles

PC/Laptop

Smart Speakers

Smartphones

Tablets

By Application:

Video Streaming

Audio Streaming

Gaming

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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
 - 1.2.1. Connected Living Room Market, by Region, 2019-2029 (USD Billion)
 - 1.2.2. Connected Living Room Market, by Device Type, 2019-2029 (USD Billion)
 - 1.2.3. Connected Living Room Market, by Application, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL CONNECTED LIVING ROOM MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL CONNECTED LIVING ROOM MARKET DYNAMICS

- 3.1. Connected Living Room Market Impact Analysis (2019-2029)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing adoption of smart devices
 - 3.1.1.2. Rising demand for smart homes
 - 3.1.2. Market Challenges
 - 3.1.2.1. High Cost of Connected Living Room
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Technological advancement in the connected devices

CHAPTER 4. GLOBAL CONNECTED LIVING ROOM MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers

- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
- 4.4. Investment Adoption Model
- 4.5. Analyst Recommendation & Conclusion
- 4.6. Top investment opportunity
- 4.7. Top winning strategies

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

CHAPTER 6. GLOBAL CONNECTED LIVING ROOM MARKET, BY DEVICE TYPE

- 6.1. Market Snapshot
- 6.2. Global Connected Living Room Market by Device Type, Performance - Potential Analysis
- 6.3. Global Connected Living Room Market Estimates & Forecasts by Device Type 2019-2029 (USD Billion)
- 6.4. Connected Living Room Market, Sub Segment Analysis
 - 6.4.1. Smart TVs
 - 6.4.2. Gaming Consoles
 - 6.4.3. PC/Laptop
 - 6.4.4. Smart Speakers
 - 6.4.5. Smartphones
 - 6.4.6. Tablets

CHAPTER 7. GLOBAL CONNECTED LIVING ROOM MARKET, BY APPLICATION

- 7.1. Market Snapshot
- 7.2. Global Connected Living Room Market by Application, Performance - Potential

Analysis

7.3. Global Connected Living Room Market Estimates & Forecasts by Application
2019-2029 (USD Billion)

7.4. Connected Living Room Market, Sub Segment Analysis

7.4.1. Video Streaming

7.4.2. Audio Streaming

7.4.3. Gaming

CHAPTER 8. GLOBAL CONNECTED LIVING ROOM MARKET, REGIONAL ANALYSIS

8.1. Connected Living Room Market, Regional Market Snapshot

8.2. North America Connected Living Room Market

8.2.1. U.S. Connected Living Room Market

8.2.1.1. Device Type breakdown estimates & forecasts, 2019-2029

8.2.1.2. Application breakdown estimates & forecasts, 2019-2029

8.2.2. Canada Connected Living Room Market

8.3. Europe Connected Living Room Market Snapshot

8.3.1. U.K. Connected Living Room Market

8.3.2. Germany Connected Living Room Market

8.3.3. France Connected Living Room Market

8.3.4. Spain Connected Living Room Market

8.3.5. Italy Connected Living Room Market

8.3.6. Rest of Europe Connected Living Room Market

8.4. Asia-Pacific Connected Living Room Market Snapshot

8.4.1. China Connected Living Room Market

8.4.2. India Connected Living Room Market

8.4.3. Japan Connected Living Room Market

8.4.4. Australia Connected Living Room Market

8.4.5. South Korea Connected Living Room Market

8.4.6. Rest of Asia Pacific Connected Living Room Market

8.5. Latin America Connected Living Room Market Snapshot

8.5.1. Brazil Connected Living Room Market

8.5.2. Mexico Connected Living Room Market

8.6. Rest of The World Connected Living Room Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

9.1. Top Market Strategies

9.2. Company Profiles

9.2.1. SAMSUNG DISPLAY

9.2.1.1. Key Information

9.2.1.2. Overview

9.2.1.3. Financial (Subject to Data Availability)

9.2.1.4. Product Summary

9.2.1.5. Recent Developments

9.2.2. LG Display Co., Ltd.

9.2.3. Sony Corporation

9.2.4. Pioneer Corporation.

9.2.5. RAYSTAR OPTRONICS, INC

9.2.6. RITEK CORPORATION

9.2.7. OSRAM GmbH.

9.2.8. WiseChip Semiconductor Inc.

9.2.9. WINSTAR Display Co., Ltd.

9.2.10. Visionox Company

CHAPTER 10. RESEARCH PROCESS

10.1. Research Process

10.1.1. Data Mining

10.1.2. Analysis

10.1.3. Market Estimation

10.1.4. Validation

10.1.5. Publishing

10.2. Research Attributes

10.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Connected Living Room Market, report scope

TABLE 2. Global Connected Living Room Market estimates & forecasts by Region
2019-2029 (USD Billion)

TABLE 3. Global Connected Living Room Market estimates & forecasts by Device Type
2019-2029 (USD Billion)

TABLE 4. Global Connected Living Room Market estimates & forecasts by Application
2019-2029 (USD Billion)

TABLE 5. Global Connected Living Room Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 6. Global Connected Living Room Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 7. Global Connected Living Room Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 8. Global Connected Living Room Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 9. Global Connected Living Room Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 10. Global Connected Living Room Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 11. Global Connected Living Room Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 12. Global Connected Living Room Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 13. Global Connected Living Room Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 14. Global Connected Living Room Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 15. U.S. Connected Living Room Market estimates & forecasts, 2019-2029
(USD Billion)

TABLE 16. U.S. Connected Living Room Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 17. U.S. Connected Living Room Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 18. Canada Connected Living Room Market estimates & forecasts, 2019-2029
(USD Billion)

TABLE 19. Canada Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 20. Canada Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 21. UK Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 22. UK Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 23. UK Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 24. Germany Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 25. Germany Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 26. Germany Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 27. France Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 28. France Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 29. France Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 30. Italy Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 31. Italy Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 32. Italy Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 33. Spain Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 34. Spain Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 35. Spain Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 36. RoE Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 37. RoE Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 38. RoE Connected Living Room Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 39. China Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 40. China Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 41. China Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 42. India Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 43. India Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 44. India Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 45. Japan Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 46. Japan Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 47. Japan Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 48. South Korea Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 49. South Korea Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 50. South Korea Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 51. Australia Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 52. Australia Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 53. Australia Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 54. RoAPAC Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 55. RoAPAC Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 56. RoAPAC Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 57. Brazil Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 58. Brazil Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 59. Brazil Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 60. Mexico Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 61. Mexico Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 62. Mexico Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 63. RoLA Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 64. RoLA Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 65. RoLA Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 66. Row Connected Living Room Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 67. Row Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 68. Row Connected Living Room Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 69. List of secondary sources, used in the study of global Connected Living Room Market

TABLE 70. List of primary sources, used in the study of global Connected Living Room Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global Connected Living Room Market, research methodology
 - FIG 2. Global Connected Living Room Market, Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global Connected Living Room Market, key trends 2021
 - FIG 5. Global Connected Living Room Market, growth prospects 2022-2029
 - FIG 6. Global Connected Living Room Market, porters 5 force model
 - FIG 7. Global Connected Living Room Market, pest analysis
 - FIG 8. Global Connected Living Room Market, value chain analysis
 - FIG 9. Global Connected Living Room Market by segment, 2019 & 2029 (USD Billion)
 - FIG 10. Global Connected Living Room Market by segment, 2019 & 2029 (USD Billion)
 - FIG 11. Global Connected Living Room Market by segment, 2019 & 2029 (USD Billion)
 - FIG 12. Global Connected Living Room Market by segment, 2019 & 2029 (USD Billion)
 - FIG 13. Global Connected Living Room Market by segment, 2019 & 2029 (USD Billion)
 - FIG 14. Global Connected Living Room Market, regional snapshot 2019 & 2029
 - FIG 15. North America Connected Living Room Market 2019 & 2029 (USD Billion)
 - FIG 16. Europe Connected Living Room Market 2019 & 2029 (USD Billion)
 - FIG 17. Asia pacific Connected Living Room Market 2019 & 2029 (USD Billion)
 - FIG 18. Latin America Connected Living Room Market 2019 & 2029 (USD Billion)
 - FIG 19. Global Connected Living Room Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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