

# Global Connected TV Market Size Study & Forecast (Screen Size, Distribution Channel, Technology) and Regional Forecasts 2025-2035

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## Abstracts

The Global Connected TV Market, valued at USD 267.67 billion in 2024, is projected to expand at a robust CAGR of 12.80% throughout 2025-2035, fueled by rapid digitalization and the acceleration of streaming-first entertainment ecosystems. Connected TVs—smart displays integrated with internet capabilities—have redefined the home entertainment landscape by enabling seamless access to OTT platforms, interactive services, and personalized content environments. As cord-cutting trends intensify and global consumers gravitate toward immersive viewing experiences, the market continues to scale up substantially. Advancements in display technologies and the rising preference for larger screens have further paved the way for unprecedented market expansion across both emerging and mature economies.

The global consumption of digital content has surged dramatically, propelling consumers to upgrade traditional television sets with connected, multifunctional interfaces. This shift has amplified demand for Connected TVs across all major screen-size categories, with streaming services delivering high-definition and ultra-HD content that pushes households to adopt more advanced systems. Increasing availability of high-speed broadband, growing dominance of online distribution channels, and aggressive promotional strategies by OEMs have jointly triggered a notable escalation in unit sales worldwide. Meanwhile, the rapid proliferation of smart home ecosystems, integration of voice assistants, and expansion of app-driven entertainment platforms continue to create fertile ground for market growth through 2035.

The detailed segments and sub-segments included in the report are:

By Screen Size:

Below 30 inches

30 to 50 inches

50 to 70 inches

Above 70 inches

By Distribution Channel:

Online

Offline

By Technology:

LED

OLED

Others

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

#### Middle East & Africa

UAE

Saudi Arabia

South Africa

## Rest of Middle East & Africa

Among all segments, Connected TVs sized 50 to 70 inches are expected to dominate the market as consumers increasingly gravitate toward cinematic experiences within their living spaces. The momentum of this segment is reinforced by price optimization, rapid adoption of 4K and 8K content formats, and widespread retail promotions encouraging mid-to-large screen upgrades. Moreover, rising household incomes in major developing economies are nudging consumers to embrace bigger screens, particularly those that support rich content ecosystems, smoother frame rates, and multi-device connectivity. As manufacturers aggressively push mid-range premium models, this category is set to retain its stronghold throughout the forecast window.

From a revenue standpoint, LED-based Connected TVs currently lead the market, maintaining the largest contribution due to their affordability, long lifespan, and extensive availability across all screen-size brackets. LED models continue to dominate retail shelves, supported by consistent technological improvements and robust supply chains. However, OLED technology is emerging as the fastest-growing segment, capturing attention for its superior contrast ratios, ultra-thin designs, and premium performance standards. While LED maintains high-volume dominance, OLED is carving out strong premium demand, suggesting a nuanced market landscape shaped simultaneously by mass appeal and high-end innovation.

North America held the leading regional share in 2025, attributed to its mature streaming culture, strong broadband penetration, and rapid consumer migration toward OTT-centric viewing habits. The region's substantial adoption of smart home solutions and continuous product innovation by leading brands have further reinforced its dominance. Meanwhile, the Asia Pacific region is poised to grow at the fastest pace during the forecast period. Burgeoning urban populations, rising disposable incomes, and aggressive expansion strategies by local and global TV manufacturers have accelerated Connected TV uptake across China, India, and Southeast Asia. Europe, Latin America, and the Middle East & Africa are also witnessing consistent growth driven by evolving content consumption patterns and the increasing affordability of mid-range Smart TV models.

Major market players included in this report are:

**Samsung Electronics Co., Ltd.**

Sony Group Corporation

LG Electronics Inc.

TCL Technology

Hisense Group

Panasonic Holdings Corporation

Vizio Inc.

Xiaomi Corporation

Amazon.com, Inc.

Apple Inc.

Roku, Inc.

Alphabet Inc.

Phillips (TP Vision)

Haier Group

Sharp Corporation

Global Connected TV Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast Period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive

Landscape, Growth Factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent to up to 8 analysts' 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 and countries in recent years and to forecast their values over the coming decade. The report integrates both qualitative and quantitative elements of the market, highlighting critical growth drivers, challenges, and transformative trends shaping future performance. It further offers in-depth insights into micro-market investment opportunities for stakeholders and delivers comprehensive competitive landscape assessments and product-offering analyses for key market participants.

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level evaluation across major regions.

Competitive landscape insights and profiles of major players.

Analysis of key business strategies and recommendations for future market approaches.

Evaluation of the competitive structure of the market.

Extensive demand-side and supply-side market assessment

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