

Global Curved Televisions Market Size study & Forecast, by Type (Cable Track Cables, Torsion Cables), by Screen Size (Large-Sized Televisions, Mid-Sized Televisions, Small-Sized Televisions), by End-User (Commercial, Institutional, Residential), and Regional Analysis, 2023-2030

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Abstracts

Global Curved Televisions Market is valued approximately at USD 7.1 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 27.13% over the forecast period 2023-2030. A curved TV is a unique variant of a flat-screen television that features an increased curvature for a more immersive viewing experience. Its design aims to enhance contrast and viewing angles, making it particularly suitable for larger rooms or shared living spaces with multiple viewers. In addition, these televisions often incorporate modern features such as ultra-high definition (UHD) resolution and improved picture quality. With advanced technology, curved TVs deliver high-quality images with deep blacks and vibrant colors, ensuring a satisfying visual experience. The growth in the global Curved Televisions Market is on the back of factors such as increasing adoption of smart TVs, rising OTT technology business model and rising home entertainment segment.

According to Statista, it is expected that the yearly sales of Smart TV will reach as high as 266 million units as 'smart' capabilities have become a standard feature in newer television products as they continue to evolve. The increase in demand of OTT is driving the growth of Curved Televisions Market is also driving the growth of the market as more and more people are purchasing Curved TV for the better view. The rising demand for home entertainment segment where people prefer installing home-theatres at home is also boosting the market growth. According to Statista, the Home

Entertainment segment is anticipated to experience a steady annual growth rate (CAGR 2022-2027) of 7.98%, leading to a projected market volume of USD 18.64 billion by 2027. In terms of revenue generation, the United States holds the highest position, with an estimated revenue of USD 3,341.00 million in 2022, when compared globally. Moreover, robust growth in the entertainment industry may create abundant opportunities in the market. However, the high cost of Curved Televisions as compared to Flat TVs and technological barriers in the R&D stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Curved Televisions Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 due to the rise in the general public's use of curved televisions and a growth in the demand for customized television screen solutions. However, Asia Pacific is expected to grow be the fastest growing region during the forecast period, owing to factors such as growth in the retail industry in nations like China and India along with the improved standard of living.

Major market player included in this report are:

LG Electronics Inc.

Panasonic Corporation

VIZIO Inc.

Samsung Electronics Co. Ltd.

Haier Group

Sharp Corporation

Koninklijke Philips N.V.

Sichuan Changhong Electronics Co. Ltd.

Sony Corporation

Hisense Co., Ltd.

Recent Developments in the Market:

In June 2023, Panasonic Holdings Co., Ltd. (Panasonic HD) developed an innovative technology that enables efficient path planning. This advancement is anticipated to enhance the utilization of autonomous robots in environments where both humans and multiple robots coexist within confined spaces, such as indoor settings.

In June 2023, Samsung Electronics has globally launched the Odyssey OLED G9 gaming monitor (G95SC), featuring advanced AI upscaling technology. This latest addition to the lineup builds upon the success of the previous year's Odyssey OLED G8 (G85SB) and heralds a new era of OLED gaming.

In May 2023, LG Electronics has launched the 32HQ713D, a 31.5-inch IPS Black

diagnostic monitor, marking their debut in the medical monitor field. This new model utilizes IPS Black technology to deliver vivid colors, sharp images, and an impressive 2,000:1 contrast ratio.

Global Curved Televisions Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, Screen Size, End-User, Region

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

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 Type:

Cable Track Cables

Torsion Cables

By Screen Size:

Large-Sized Curved Televisions

Mid-Sized Curved Televisions

Small-Sized Televisions

By End-User:

Commercial

Institutional

Residential

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

Saudi Arabia

South Africa

Rest of Middle East & Africa

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