

Global Television Market Size study & Forecast, by Type (Smart TV, LCD, Plasma, & LED TVs, Cathode-Ray Tube (CRT) & Rear-Projection TVs), by Distribution Channel (Offline, Online) and Regional Analysis, 2022-2029

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Abstracts

Global Television Market is valued approximately USD 259.16 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 10.10% over the forecast period 2022-2029.

The major driving factors for the market are penetration of smart TVs, increasing urbanization, and rise in disposable incomes is driving the growth for the market over the forecast period. Lockdown orders were enacted by numerous governments throughout the world to halt the spread of COVID-19.

According to Statista, The penetration of smart TVs has increased significantly and with the increasing rate in the United Kingdom. As the penetration percentage in 2014 was only 11% and the number has increased up to 67% in the years 2021. Along with this, the rise in world's net national income per capita. According to the World Bank, in 2016, the World's Net National Income was calculated to USD 8,423 which has increased up to USD 9,276 in 2019. However, fluctuation in prices of raw material of Television stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Television Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific was in charge of the global market in 2021 and is anticipated to keep that position as it grows at the quickest CAGR throughout the projected period. This expansion is the result of growing demand for smart TVs coming from developing nations like China, Japan, and India. Other significant variables influencing the market for televisions are

the growing middle-class population and increased disposable income. Middle East and Africa are anticipated to have significant growth between 2022 and 2029 as a result of the region's increasing adoption of smart TVs. Growing customer preference for online content with high-quality graphics combined with high-speed internet is fueling an increase in demand for smart HD, which is propelling market expansion in this area.

Major market player included in this report are:

Samsung Electronics Co. Ltd.

Sony Corp.

LG Electronics Inc.

Toshiba Corp.

Haier Electronics Group Co., Ltd.

VIZIO, Inc.

Videocon Industries Ltd.

Sansui Electric Co. Ltd.

Xiaomi

Hisense

Recent Developments in the Market:

In August 2022, Sony has launched a smart TV for India with a cognitive processor XR technology.

In January 2022, One Plus has launched smart TV in India with new series Y1S-TV.

Global Television 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 Type, Distribution Channel, 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 Type:

Smart TV

LCD, Plasma, & LED TVs

Cathode-Ray Tube (CRT) & Rear-Projection TVs

By Distribution Channel:

Offline

Online

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

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