

# Global Smart Connected TV Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Smart Connected TV market size will reach 116,734 Million USD in 2025 and is projected to reach 127,957 Million USD by 2032, with a CAGR of 1.32% (2025-2032). Notably, the China Smart Connected TV market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

A smart connected TV, also known as a smart TV, is a television set equipped with integrated internet connectivity and interactive features, enabling access to a wide range of online content and services. These TVs typically include built-in Wi-Fi or Ethernet connectivity and run on operating systems such as Android TV, Tizen, WebOS, or Roku OS, allowing users to stream video content from popular streaming services like Netflix, Hulu, Amazon Prime Video, and YouTube. Smart connected TVs often feature app stores where users can download additional applications, games, and entertainment options. Additionally, they may support screen mirroring, voice control, and integration with smart home devices, allowing users to control their TV and connected devices with voice commands or through mobile apps. Smart connected TVs offer a more immersive and personalized viewing experience, providing users with access to a vast array of content and entertainment options beyond traditional broadcast and cable television.

The major global manufacturers of Smart Connected TV include Samsung Electronics,

LG Electronics, TCL, Hisense, Sony, Skyworth, Xiaomi, Foxconn (Sharp), Vizio, Haier, Panasonic, Changhong, Konka, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Smart Connected TV. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Smart Connected TV market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Smart Connected TV market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Smart Connected TV industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Smart Connected TV Include:

Samsung Electronics

LG Electronics

TCL

Hisense

Sony

Skyworth

Xiaomi

Foxconn (Sharp)

Vizio

Haier

Panasonic

Changhong

Konka

Smart Connected TV Product Segment Include:

32 inch

40 inch

42 inch

55 inch

?60 inch

Smart Connected TV Product Application Include:

Home

Commercial

## **Chapter Scope**

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