

# Global Smart TV Terminal 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 TV Terminal market size will reach 163,606 Million USD in 2025 and is projected to reach 333,508 Million USD by 2032, with a CAGR of 10.71% (2025-2032). Notably, the China Smart TV Terminal 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 TV terminal is a device that enables traditional televisions to access smart features and functionalities typically found in modern smart TVs. These terminals, often referred to as set-top boxes or dongles, connect to the television through HDMI or other input ports and provide access to internet-based content, streaming services, and interactive applications. Smart TV terminals usually run on operating systems such as Android TV, Roku, or Amazon Fire TV, offering a user-friendly interface for navigating content and accessing a wide range of entertainment options. Additionally, they may include features like voice control, remote casting from mobile devices, and compatibility with virtual assistants for hands-free operation. With their versatility and affordability, smart TV terminals offer users the flexibility to upgrade their existing televisions and enjoy the benefits of a connected entertainment experience.

The major global manufacturers of Smart TV Terminal include Samsung, LG, TCL, Sony, Hisense, Xiaomi, Philips+AOC, Skyworth, Sharp, Vizio, Changhong, 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 TV Terminal. 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 TV Terminal 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 TV Terminal 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 TV Terminal 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 TV Terminal Include:

Samsung

LG

TCL

Sony

Hisense

Xiaomi

Philips+AOC

Skyworth

Sharp

Vizio

Changhong

Smart TV Terminal Product Segment Include:

LED TV

OLED TV

Smart TV Terminal Product Application Include:

Residential

Commercial

## **Chapter Scope**

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