

# Global Smart TVs 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 TVs market size will reach 127,671 Million USD in 2025 and is projected to reach 147,057 Million USD by 2032, with a CAGR of 2.04% (2025-2032). Notably, the China Smart TVs 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

Smart TVs are television sets equipped with built-in internet connectivity and advanced features that go beyond traditional broadcasting capabilities. These TVs allow users to access a wide range of online content, including streaming services like Netflix, YouTube, and Hulu, as well as social media platforms and web browsing. Smart TVs typically feature app stores where users can download additional applications to customize their viewing experience. Additionally, they often support features like voice control, screen mirroring, and integration with smart home devices for enhanced convenience and connectivity. With their ability to access online content and offer interactive features, smart TVs have become increasingly popular, offering users a more versatile and immersive entertainment experience in the digital age.

The major global manufacturers of Smart TVs 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 TVs. 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 TVs 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 TVs 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 TVs 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 TVs Include:

Samsung

LG

TCL

Sony

Hisense

Xiaomi

Philips+AOC

Skyworth

Sharp

Vizio

Changhong

Smart TVs Product Segment Include:

LED TV

OLED TV

Smart TVs Product Application Include:

Residential

Commercial

## **Chapter Scope**

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