

# Global Teleshopping Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Teleshopping market size will reach 22,430 Million USD in 2025 and is projected to reach 19,921 Million USD by 2032, with a CAGR of -1.68% (2025-2032). Notably, the China Teleshopping 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

Teleshopping, also known as televise shopping or television shopping, is a form of home shopping where consumers can purchase products directly from television broadcasts or dedicated channels. It involves the promotion and sale of products or services through televised infomercials, commercials, or dedicated shopping channels. Teleshopping programs typically showcase a variety of products, ranging from household items and kitchen gadgets to fashion, beauty products, electronics, and fitness equipment. Viewers can place orders by phone, online, or through interactive features such as text messaging or mobile apps while watching the broadcast. Teleshopping offers convenience and accessibility to consumers, allowing them to shop from the comfort of their homes and access a wide range of products without visiting physical stores. It also provides marketers and retailers with a platform to reach a large audience and promote their products through engaging demonstrations and persuasive sales pitches.

The major global suppliers of Teleshopping include QVC, Jupiter Shop Channel,

HSE24, ShopHQ (iMedia Brands), Vaibhav Global Limited (VGL), Jewelry Television, Ideal Shopping Direct Limited, JML Direct, AVC (America's Value Channel), Gem Shopping Network Inc., High Street TV (Group) Limited, Hochanda Global Limited, Happigo, Jiangxi Fashion TV Shopping, OCJ, 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 Teleshopping. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Teleshopping 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 Teleshopping 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 Teleshopping 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 Suppliers of Teleshopping Include:

QVC

Jupiter Shop Channel

HSE24

ShopHQ (iMedia Brands)

Vaibhav Global Limited (VGL)

Jewelry Television

Ideal Shopping Direct Limited

JML Direct

AVC (America's Value Channel)

Gem Shopping Network Inc.

High Street TV (Group) Limited

Hochanda Global Limited

Happigo

Jiangxi Fashion TV Shopping

OCJ

Teleshopping Product Segment Include:

Home

Beauty and Wellness

Consumer Electronic

Apparel and Accessories

Jewelry and Watches

Others

Teleshopping Product Application Include:

Ages Over 50

Ages 30-49

Ages Below 30

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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