

# Global Televisions Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/TAD3FA61F767EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: TAD3FA61F767EN

## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Televisions market size will reach 142,870 Million USD in 2025 and is projected to reach 169,248 Million USD by 2032, with a CAGR of 2.45% (2025-2032). Notably, the China Televisions 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

Televisions, often abbreviated as TVs, are electronic devices used for displaying moving images and sound. They are commonly used for entertainment, information, and communication purposes in homes, businesses, and public spaces. Televisions typically consist of a screen, which can be either a cathode ray tube (CRT), liquid crystal display (LCD), light-emitting diode (LED), or organic light-emitting diode (OLED) panel, and built-in speakers for audio output. Modern televisions often come equipped with additional features such as internet connectivity, smart TV functionality, streaming services, built-in apps, and voice control. Televisions receive video and audio signals from various sources, including broadcast television signals, cable or satellite TV providers, streaming services, Blu-ray or DVD players, gaming consoles, and media players. They come in a variety of sizes, resolutions, and screen technologies to suit different preferences and viewing environments. Televisions play a central role in home entertainment systems, serving as a primary source of entertainment for watching movies, TV shows, sports events, playing video games, and staying informed through news programs and documentaries.

The major global manufacturers of Televisions include Samsung, TCL, LG, Hisense, Skyworth, Sony, Phillips+AOC, Xiaomi, Sharp, Panasonic, Changhong, Haier, Vizio, Konka, Funai, 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 Televisions. 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 Televisions 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 Televisions 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 Televisions 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 Televisions Include:

Samsung

TCL

LG

Hisense

Skyworth

Sony

Phillips+AOC

Xiaomi

Sharp

Panasonic

Changhong

Haier

Vizio

Konka

Funai

Televisions Product Segment Include:

Under 40 Inches

40-50 Inches

51-60 Inches

61-70 Inches

Above 70 Inches

Televisions Product Application Include:

Residential

Commercial

## **Chapter Scope**

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