

Global 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 TV market size will reach 90,596 Million USD in 2025 and is projected to reach 106,228 Million USD by 2032, with a CAGR of 2.30% (2025-2032). Notably, the China 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

TV, short for television, is a widely used electronic device that receives and displays audio-visual content, such as television programs, movies, and other broadcasts. It typically consists of a screen or monitor and an internal tuner or external input devices to receive signals from various sources, including broadcast channels, cable, satellite, or streaming services. Television has been a primary source of entertainment and information for decades, offering a diverse range of content to viewers worldwide. With advancements in technology, modern TVs often include features like smart functionality, high-definition displays, and internet connectivity, allowing users to access a vast array of digital content and services. Television remains a ubiquitous and influential medium, shaping culture, disseminating news, and providing entertainment to a global audience.

The major global manufacturers of TV include Samsung, Sony Corp, LG Electronics, Sharp Corp, Hisense, Xiaomi, TCL, Philips, Changhong, Panasonic, Skyworth, Asus, Haier, Vu Technologies, 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 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 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 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 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 TV Include:

Samsung

Sony Corp

LG Electronics

Sharp Corp

Hisense

Xiaomi

TCL

Philips

Changhong

Panasonic

Skyworth

Asus

Haier

Vu Technologies

TV Product Segment Include:

Below 52 Inches Type

52 – 65 Inches Type

Above 65 Inches Type

TV Product Application Include:

Household Use

Commercial Use

Chapter Scope

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