

Global Dolby Atmos TV Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Dolby Atmos TV market size was valued at US\$ 5267 million in 2024 and is forecast to a readjusted size of USD 7186 million by 2031 with a CAGR of 4.6% during review period.

The Dolby Atmos TV market has witnessed substantial growth as a result of the increasing demand for elevated home entertainment experiences. This market encompasses a range of television models equipped with Dolby Atmos technology, aimed at delivering immersive audio quality that complements the high-definition visual content. As consumers seek to replicate cinema-like soundscapes within their living rooms, Dolby Atmos TVs have gained prominence for their ability to create a multidimensional audio environment through upward-firing speakers and advanced audio processing algorithms. Well-established TV manufacturers, technology companies, and electronics brands have played key roles in shaping this market, leveraging the demand for premium audiovisual experiences. While the incorporation of Dolby Atmos enhances audio immersion, factors such as content availability, compatibility with external audio systems, and pricing considerations can impact market adoption. As the market continues to evolve, advancements in audio technology, partnerships with content creators, and consumer education about the benefits of Dolby Atmos TVs are likely to drive further growth and innovation, elevating the overall home entertainment experience.

This report is a detailed and comprehensive analysis for global Dolby Atmos TV market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that

contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Dolby Atmos TV market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Dolby Atmos TV market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Dolby Atmos TV market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Dolby Atmos TV market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Dolby Atmos TV

To forecast future growth in each product and end-use market

To forecast future factors affecting the marketplace

This report profiles key players in the global Dolby Atmos TV market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Sony, LG, Philips, Hisense, Samsung, VIZIO, TCL Technology, SunBriteTV, Toshiba, Panasonic, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Dolby Atmos TV market is split by Type and by Application. For the period 2020-2031,

the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

OLED

LED

LCD

Market segment by Application

Hypermarket and Supermarket

Specialty Store

Online

Others

Major players covered

Sony

LG

Philips

Hisense

Samsung

VIZIO

TCL Technology

SunBriteTV

Toshiba

Panasonic

Sharp

Motorola(Lenovo)

Xiaomi

OnePlus(OPPO)

Amazon

TCL

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Dolby Atmos TV product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Dolby Atmos TV, with price, sales quantity, revenue, and global market share of Dolby Atmos TV from 2020 to 2025.

Chapter 3, the Dolby Atmos TV competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Dolby Atmos TV breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Dolby Atmos TV market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Dolby Atmos TV.

Chapter 14 and 15, to describe Dolby Atmos TV sales channel, distributors, customers, research findings and conclusion.

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