

# Global 4K Ultra HD Set-top Box (STB) Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global 4K Ultra HD Set-top Box (STB) market size was valued at US\$ 5344 million in 2025 and is forecast to a readjusted size of US\$ 8128 million by 2032 with a CAGR of 6.2% during review period.

A 4K Ultra HD Set-Top Box (STB) is a terminal device that decodes video signals from cable/satellite/terrestrial or IP networks and outputs them as 4K (including HDR) images. It integrates a decoding chip, operating system, and applications, supporting live streaming, video-on-demand, OTT, DRM encryption, and voice remote control functions for presenting ultra-high-definition content on large TV screens.

Upstream components include SoC chips (CPU/GPU/4K decoder), storage, Wi-Fi/Ethernet chips, HDMI interfaces, RF front-ends, power supplies, casing components, and operating systems/DRM. Downstream components include telecom operators/cable TV networks, satellite TV platforms, OTT content and streaming media service providers, as well as home users and hotel/commercial large-screen integrators. In 2025, the global 4K ultra-high-definition set-top box (STB) market price is \$35 per unit, with sales of approximately 148.4 million units, global production capacity of 150 million units, and an industry profit margin of 35%.

Global Market Future Development Trends:

First, the evolution from 'traditional broadcast boxes' to 'IP-based + converged terminals.' Operators are accelerating IPTV/OTT convergence, and platform solutions such as Android TV/Google TV and RDK are becoming widespread. Boxes are taking on the role of home gateways and content aggregators, supporting multi-screen

interaction, voice assistants, and personalized recommendations. Business models are extending towards subscription and advertising monetization.

Second, the technological focus is shifting towards 'higher encoding efficiency + lower power consumption.' AV1/HEVC continues to penetrate the market, and some markets are beginning to adopt higher specifications (such as HDR10+/Dolby Vision) and stronger AI image enhancement. Meanwhile, Wi-Fi 6/6E, gigabit Ethernet, and larger storage are becoming standard features to support high bitrate 4K and concurrent multi-terminal use in the home.

Third, there is replacement of existing equipment coupled with incremental growth in emerging markets, but competition is becoming more 'refined.' Mature markets are mainly focused on replacement and experience upgrades, while emerging markets are driven by broadband coverage and content supply. Manufacturers are increasing investment in security and compliance (DRM, content protection, privacy), leading to thinner hardware profit margins. Differentiation is increasingly coming from software ecosystems, remote maintenance, and operator customization capabilities.

This report is a detailed and comprehensive analysis for global 4K Ultra HD Set-top Box (STB) 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 4K Ultra HD Set-top Box (STB) market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global 4K Ultra HD Set-top Box (STB) market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global 4K Ultra HD Set-top Box (STB) market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global 4K Ultra HD Set-top Box (STB) market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

### **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 4K Ultra HD Set-top Box (STB)

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

To assess competitive factors affecting the marketplace

This report profiles key players in the global 4K Ultra HD Set-top Box (STB) 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 Arris, ZTE, Inspur, Technicolor, Echostar, Roku, Sagemcom, Humax, Zinwell, MatrixStream Technologies, etc.

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

### **Market Segmentation**

4K Ultra HD Set-top Box (STB) market is split by Type and by Application. For the period 2021-2032, 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

IPTV Set-Top Box

Cable Digital Set-Top Box

Satellite Set-Top Box

Terrestrial Digital Set-Top Box

OTT/IP Streaming Box

#### Market segment by System Platform

Android TV

RDK

Linux

#### Market segment by Remote Control Method

Infrared

Bluetooth Voice

Motion Sensing

#### Market segment by Application

Residential Use

Commercial Use

#### Major players covered

Arris

ZTE

Inspur

Technicolor

Echostar

Roku

Sagemcom

Humax

Zinwell

MatrixStream Technologies

Netgem

Skyworth Digital

Huawei

Hisense

MStar Semiconductor

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 4K Ultra HD Set-top Box (STB) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of 4K Ultra HD Set-top Box (STB), with price, sales quantity, revenue, and global market share of 4K Ultra HD Set-top Box (STB) from 2021 to 2026.

Chapter 3, the 4K Ultra HD Set-top Box (STB) competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the 4K Ultra HD Set-top Box (STB) breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and 4K Ultra HD Set-top Box (STB) market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 4K Ultra HD Set-top Box (STB).

Chapter 14 and 15, to describe 4K Ultra HD Set-top Box (STB) sales channel, distributors, customers, research findings and conclusion.

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