

# Global Connected TV Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G81C789196B2EN.html>

Date: June 2024

Pages: 117

Price: US\$ 3,480.00 (Single User License)

ID: G81C789196B2EN

## Abstracts

According to our (Global Info Research) latest study, the global Connected TV market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

The Global Info Research report includes an overview of the development of the Connected TV industry chain, the market status of Entertainment (50 Inch Connected TV, 32 Inch Connected TV), Education (50 Inch Connected TV, 32 Inch Connected TV), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Connected TV.

Regionally, the report analyzes the Connected TV markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Connected TV market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Connected TV market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Connected TV industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size,

including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., 50 Inch Connected TV, 32 Inch Connected TV).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Connected TV market.

**Regional Analysis:** The report involves examining the Connected TV market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Connected TV market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Connected TV:

**Company Analysis:** Report covers individual Connected TV manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Connected TV This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Entertainment, Education).

**Technology Analysis:** Report covers specific technologies relevant to Connected TV. It assesses the current state, advancements, and potential future developments in Connected TV areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Connected TV market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Connected TV market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

50 Inch Connected TV

32 Inch Connected TV

42 Inch Connected TV

55 Inch Connected TV

39 Inch Connected TV

40 Inch Connected TV

48 Inch Connected TV

46 Inch Connected TV

60 Inch Connected TV

Others

### Market segment by Application

Entertainment

Education

Home Use

Others

## Major players covered

Samsung Electronics

LG Electronics

Sony

Panasonic

Sharp

Vizio

Toshiba

Hisense

TCL

Skyworth

ChangHong

KONKA

Letv

Philips

## 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 Connected TV product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Connected TV, with price, sales, revenue and global market share of Connected TV from 2019 to 2024.

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

Chapter 4, the Connected TV breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023, and Connected TV market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Connected TV.

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

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope of Connected TV

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Connected TV Consumption Value by Type: 2019 Versus 2023 Versus 2030

1.3.2 50 Inch Connected TV

1.3.3 32 Inch Connected TV

1.3.4 42 Inch Connected TV

1.3.5 55 Inch Connected TV

1.3.6 39 Inch Connected TV

1.3.7 40 Inch Connected TV

1.3.8 48 Inch Connected TV

1.3.9 46 Inch Connected TV

1.3.10 60 Inch Connected TV

1.3.11 Others

1.4 Market Analysis by Application

1.4.1 Overview: Global Connected TV Consumption Value by Application: 2019 Versus 2023 Versus 2030

1.4.2 Entertainment

1.4.3 Education

1.4.4 Home Use

1.4.5 Others

1.5 Global Connected TV Market Size & Forecast

1.5.1 Global Connected TV Consumption Value (2019 & 2023 & 2030)

1.5.2 Global Connected TV Sales Quantity (2019-2030)

1.5.3 Global Connected TV Average Price (2019-2030)

### 2 MANUFACTURERS PROFILES

2.1 Samsung Electronics

2.1.1 Samsung Electronics Details

2.1.2 Samsung Electronics Major Business

2.1.3 Samsung Electronics Connected TV Product and Services

2.1.4 Samsung Electronics Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

- 2.1.5 Samsung Electronics Recent Developments/Updates
- 2.2 LG Electronics
  - 2.2.1 LG Electronics Details
  - 2.2.2 LG Electronics Major Business
  - 2.2.3 LG Electronics Connected TV Product and Services
  - 2.2.4 LG Electronics Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.2.5 LG Electronics Recent Developments/Updates
- 2.3 Sony
  - 2.3.1 Sony Details
  - 2.3.2 Sony Major Business
  - 2.3.3 Sony Connected TV Product and Services
  - 2.3.4 Sony Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.3.5 Sony Recent Developments/Updates
- 2.4 Panasonic
  - 2.4.1 Panasonic Details
  - 2.4.2 Panasonic Major Business
  - 2.4.3 Panasonic Connected TV Product and Services
  - 2.4.4 Panasonic Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.4.5 Panasonic Recent Developments/Updates
- 2.5 Sharp
  - 2.5.1 Sharp Details
  - 2.5.2 Sharp Major Business
  - 2.5.3 Sharp Connected TV Product and Services
  - 2.5.4 Sharp Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.5.5 Sharp Recent Developments/Updates
- 2.6 Vizio
  - 2.6.1 Vizio Details
  - 2.6.2 Vizio Major Business
  - 2.6.3 Vizio Connected TV Product and Services
  - 2.6.4 Vizio Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.6.5 Vizio Recent Developments/Updates
- 2.7 Toshiba
  - 2.7.1 Toshiba Details
  - 2.7.2 Toshiba Major Business

- 2.7.3 Toshiba Connected TV Product and Services
- 2.7.4 Toshiba Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.7.5 Toshiba Recent Developments/Updates
- 2.8 Hisense
  - 2.8.1 Hisense Details
  - 2.8.2 Hisense Major Business
  - 2.8.3 Hisense Connected TV Product and Services
  - 2.8.4 Hisense Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.8.5 Hisense Recent Developments/Updates
- 2.9 TCL
  - 2.9.1 TCL Details
  - 2.9.2 TCL Major Business
  - 2.9.3 TCL Connected TV Product and Services
  - 2.9.4 TCL Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.9.5 TCL Recent Developments/Updates
- 2.10 Skyworth
  - 2.10.1 Skyworth Details
  - 2.10.2 Skyworth Major Business
  - 2.10.3 Skyworth Connected TV Product and Services
  - 2.10.4 Skyworth Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.10.5 Skyworth Recent Developments/Updates
- 2.11 ChangHong
  - 2.11.1 ChangHong Details
  - 2.11.2 ChangHong Major Business
  - 2.11.3 ChangHong Connected TV Product and Services
  - 2.11.4 ChangHong Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.11.5 ChangHong Recent Developments/Updates
- 2.12 KONKA
  - 2.12.1 KONKA Details
  - 2.12.2 KONKA Major Business
  - 2.12.3 KONKA Connected TV Product and Services
  - 2.12.4 KONKA Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.12.5 KONKA Recent Developments/Updates



## 2.13 Letv

### 2.13.1 Letv Details

### 2.13.2 Letv Major Business

### 2.13.3 Letv Connected TV Product and Services

### 2.13.4 Letv Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

### 2.13.5 Letv Recent Developments/Updates

## 2.14 Philips

### 2.14.1 Philips Details

### 2.14.2 Philips Major Business

### 2.14.3 Philips Connected TV Product and Services

### 2.14.4 Philips Connected TV Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

### 2.14.5 Philips Recent Developments/Updates

## **3 COMPETITIVE ENVIRONMENT: CONNECTED TV BY MANUFACTURER**

### 3.1 Global Connected TV Sales Quantity by Manufacturer (2019-2024)

### 3.2 Global Connected TV Revenue by Manufacturer (2019-2024)

### 3.3 Global Connected TV Average Price by Manufacturer (2019-2024)

### 3.4 Market Share Analysis (2023)

#### 3.4.1 Producer Shipments of Connected TV by Manufacturer Revenue (\$MM) and Market Share (%): 2023

#### 3.4.2 Top 3 Connected TV Manufacturer Market Share in 2023

#### 3.4.2 Top 6 Connected TV Manufacturer Market Share in 2023

### 3.5 Connected TV Market: Overall Company Footprint Analysis

#### 3.5.1 Connected TV Market: Region Footprint

#### 3.5.2 Connected TV Market: Company Product Type Footprint

#### 3.5.3 Connected TV Market: Company Product Application Footprint

### 3.6 New Market Entrants and Barriers to Market Entry

### 3.7 Mergers, Acquisition, Agreements, and Collaborations

## **4 CONSUMPTION ANALYSIS BY REGION**

### 4.1 Global Connected TV Market Size by Region

#### 4.1.1 Global Connected TV Sales Quantity by Region (2019-2030)

#### 4.1.2 Global Connected TV Consumption Value by Region (2019-2030)

#### 4.1.3 Global Connected TV Average Price by Region (2019-2030)

### 4.2 North America Connected TV Consumption Value (2019-2030)

- 4.3 Europe Connected TV Consumption Value (2019-2030)
- 4.4 Asia-Pacific Connected TV Consumption Value (2019-2030)
- 4.5 South America Connected TV Consumption Value (2019-2030)
- 4.6 Middle East and Africa Connected TV Consumption Value (2019-2030)

## **5 MARKET SEGMENT BY TYPE**

- 5.1 Global Connected TV Sales Quantity by Type (2019-2030)
- 5.2 Global Connected TV Consumption Value by Type (2019-2030)
- 5.3 Global Connected TV Average Price by Type (2019-2030)

## **6 MARKET SEGMENT BY APPLICATION**

- 6.1 Global Connected TV Sales Quantity by Application (2019-2030)
- 6.2 Global Connected TV Consumption Value by Application (2019-2030)
- 6.3 Global Connected TV Average Price by Application (2019-2030)

## **7 NORTH AMERICA**

- 7.1 North America Connected TV Sales Quantity by Type (2019-2030)
- 7.2 North America Connected TV Sales Quantity by Application (2019-2030)
- 7.3 North America Connected TV Market Size by Country
  - 7.3.1 North America Connected TV Sales Quantity by Country (2019-2030)
  - 7.3.2 North America Connected TV Consumption Value by Country (2019-2030)
  - 7.3.3 United States Market Size and Forecast (2019-2030)
  - 7.3.4 Canada Market Size and Forecast (2019-2030)
  - 7.3.5 Mexico Market Size and Forecast (2019-2030)

## **8 EUROPE**

- 8.1 Europe Connected TV Sales Quantity by Type (2019-2030)
- 8.2 Europe Connected TV Sales Quantity by Application (2019-2030)
- 8.3 Europe Connected TV Market Size by Country
  - 8.3.1 Europe Connected TV Sales Quantity by Country (2019-2030)
  - 8.3.2 Europe Connected TV Consumption Value by Country (2019-2030)
  - 8.3.3 Germany Market Size and Forecast (2019-2030)
  - 8.3.4 France Market Size and Forecast (2019-2030)
  - 8.3.5 United Kingdom Market Size and Forecast (2019-2030)
  - 8.3.6 Russia Market Size and Forecast (2019-2030)

### 8.3.7 Italy Market Size and Forecast (2019-2030)

## 9 ASIA-PACIFIC

### 9.1 Asia-Pacific Connected TV Sales Quantity by Type (2019-2030)

### 9.2 Asia-Pacific Connected TV Sales Quantity by Application (2019-2030)

### 9.3 Asia-Pacific Connected TV Market Size by Region

#### 9.3.1 Asia-Pacific Connected TV Sales Quantity by Region (2019-2030)

#### 9.3.2 Asia-Pacific Connected TV Consumption Value by Region (2019-2030)

#### 9.3.3 China Market Size and Forecast (2019-2030)

#### 9.3.4 Japan Market Size and Forecast (2019-2030)

#### 9.3.5 Korea Market Size and Forecast (2019-2030)

#### 9.3.6 India Market Size and Forecast (2019-2030)

#### 9.3.7 Southeast Asia Market Size and Forecast (2019-2030)

#### 9.3.8 Australia Market Size and Forecast (2019-2030)

## 10 SOUTH AMERICA

### 10.1 South America Connected TV Sales Quantity by Type (2019-2030)

### 10.2 South America Connected TV Sales Quantity by Application (2019-2030)

### 10.3 South America Connected TV Market Size by Country

#### 10.3.1 South America Connected TV Sales Quantity by Country (2019-2030)

#### 10.3.2 South America Connected TV Consumption Value by Country (2019-2030)

#### 10.3.3 Brazil Market Size and Forecast (2019-2030)

#### 10.3.4 Argentina Market Size and Forecast (2019-2030)

## 11 MIDDLE EAST & AFRICA

### 11.1 Middle East & Africa Connected TV Sales Quantity by Type (2019-2030)

### 11.2 Middle East & Africa Connected TV Sales Quantity by Application (2019-2030)

### 11.3 Middle East & Africa Connected TV Market Size by Country

#### 11.3.1 Middle East & Africa Connected TV Sales Quantity by Country (2019-2030)

#### 11.3.2 Middle East & Africa Connected TV Consumption Value by Country (2019-2030)

#### 11.3.3 Turkey Market Size and Forecast (2019-2030)

#### 11.3.4 Egypt Market Size and Forecast (2019-2030)

#### 11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)

#### 11.3.6 South Africa Market Size and Forecast (2019-2030)

## **12 MARKET DYNAMICS**

- 12.1 Connected TV Market Drivers
- 12.2 Connected TV Market Restraints
- 12.3 Connected TV Trends Analysis
- 12.4 Porters Five Forces Analysis
  - 12.4.1 Threat of New Entrants
  - 12.4.2 Bargaining Power of Suppliers
  - 12.4.3 Bargaining Power of Buyers
  - 12.4.4 Threat of Substitutes
  - 12.4.5 Competitive Rivalry

## **13 RAW MATERIAL AND INDUSTRY CHAIN**

- 13.1 Raw Material of Connected TV and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Connected TV
- 13.3 Connected TV Production Process
- 13.4 Connected TV Industrial Chain

## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

- 14.1 Sales Channel
  - 14.1.1 Direct to End-User
  - 14.1.2 Distributors
- 14.2 Connected TV Typical Distributors
- 14.3 Connected TV Typical Customers

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 APPENDIX**

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Connected TV Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Connected TV Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Samsung Electronics Basic Information, Manufacturing Base and Competitors

Table 4. Samsung Electronics Major Business

Table 5. Samsung Electronics Connected TV Product and Services

Table 6. Samsung Electronics Connected TV Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 7. Samsung Electronics Recent Developments/Updates

Table 8. LG Electronics Basic Information, Manufacturing Base and Competitors

Table 9. LG Electronics Major Business

Table 10. LG Electronics Connected TV Product and Services

Table 11. LG Electronics Connected TV Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 12. LG Electronics Recent Developments/Updates

Table 13. Sony Basic Information, Manufacturing Base and Competitors

Table 14. Sony Major Business

Table 15. Sony Connected TV Product and Services

Table 16. Sony Connected TV Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 17. Sony Recent Developments/Updates

Table 18. Panasonic Basic Information, Manufacturing Base and Competitors

Table 19. Panasonic Major Business

Table 20. Panasonic Connected TV Product and Services

Table 21. Panasonic Connected TV Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 22. Panasonic Recent Developments/Updates

Table 23. Sharp Basic Information, Manufacturing Base and Competitors

Table 24. Sharp Major Business

Table 25. Sharp Connected TV Product and Services

Table 26. Sharp Connected TV Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 27. Sharp Recent Developments/Updates

Table 28. Vizio Basic Information, Manufacturing Base and Competitors

Table 29. Vizio Major Business

Table 30. Vizio Connected TV Product and Services

Table 31. Vizio Connected TV Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 32. Vizio Recent Developments/Updates

Table 33. Toshiba Basic Information, Manufacturing Base and Competitors

Table 34. Toshiba Major Business

Table 35. Toshiba Connected TV Product and Services

Table 36. Toshiba Connected TV Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 37. Toshiba Recent Developments/Updates

Table 38. Hisense Basic Information, Manufacturing Base and Competitors

Table 39. Hisense Major Business

Table 40. Hisense Connected TV Product and Services

Table 41. Hisense Connected TV Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 42. Hisense Recent Developments/Updates

Table 43. TCL Basic Information, Manufacturing Base and Competitors

Table 44. TCL Major Business

Table 45. TCL Connected TV Product and Services

Table 46. TCL Connected TV Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 47. TCL Recent Developments/Updates

Table 48. Skyworth Basic Information, Manufacturing Base and Competitors

Table 49. Skyworth Major Business

Table 50. Skyworth Connected TV Product and Services

Table 51. Skyworth Connected TV Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 52. Skyworth Recent Developments/Updates

Table 53. ChangHong Basic Information, Manufacturing Base and Competitors

Table 54. ChangHong Major Business

Table 55. ChangHong Connected TV Product and Services

Table 56. ChangHong Connected TV Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 57. ChangHong Recent Developments/Updates

Table 58. KONKA Basic Information, Manufacturing Base and Competitors

Table 59. KONKA Major Business

Table 60. KONKA Connected TV Product and Services

Table 61. KONKA Connected TV Sales Quantity (K Units), Average Price (USD/Unit),



Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 62. KONKA Recent Developments/Updates

Table 63. Letv Basic Information, Manufacturing Base and Competitors

Table 64. Letv Major Business

Table 65. Letv Connected TV Product and Services

Table 66. Letv Connected TV Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 67. Letv Recent Developments/Updates

Table 68. Philips Basic Information, Manufacturing Base and Competitors

Table 69. Philips Major Business

Table 70. Philips Connected TV Product and Services

Table 71. Philips Connected TV Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 72. Philips Recent Developments/Updates

Table 73. Global Connected TV Sales Quantity by Manufacturer (2019-2024) & (K Units)

Table 74. Global Connected TV Revenue by Manufacturer (2019-2024) & (USD Million)

Table 75. Global Connected TV Average Price by Manufacturer (2019-2024) & (USD/Unit)

Table 76. Market Position of Manufacturers in Connected TV, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023

Table 77. Head Office and Connected TV Production Site of Key Manufacturer

Table 78. Connected TV Market: Company Product Type Footprint

Table 79. Connected TV Market: Company Product Application Footprint

Table 80. Connected TV New Market Entrants and Barriers to Market Entry

Table 81. Connected TV Mergers, Acquisition, Agreements, and Collaborations

Table 82. Global Connected TV Sales Quantity by Region (2019-2024) & (K Units)

Table 83. Global Connected TV Sales Quantity by Region (2025-2030) & (K Units)

Table 84. Global Connected TV Consumption Value by Region (2019-2024) & (USD Million)

Table 85. Global Connected TV Consumption Value by Region (2025-2030) & (USD Million)

Table 86. Global Connected TV Average Price by Region (2019-2024) & (USD/Unit)

Table 87. Global Connected TV Average Price by Region (2025-2030) & (USD/Unit)

Table 88. Global Connected TV Sales Quantity by Type (2019-2024) & (K Units)

Table 89. Global Connected TV Sales Quantity by Type (2025-2030) & (K Units)

Table 90. Global Connected TV Consumption Value by Type (2019-2024) & (USD Million)

Table 91. Global Connected TV Consumption Value by Type (2025-2030) & (USD

Million)

Table 92. Global Connected TV Average Price by Type (2019-2024) & (USD/Unit)

Table 93. Global Connected TV Average Price by Type (2025-2030) & (USD/Unit)

Table 94. Global Connected TV Sales Quantity by Application (2019-2024) & (K Units)

Table 95. Global Connected TV Sales Quantity by Application (2025-2030) & (K Units)

Table 96. Global Connected TV Consumption Value by Application (2019-2024) & (USD Million)

Table 97. Global Connected TV Consumption Value by Application (2025-2030) & (USD Million)

Table 98. Global Connected TV Average Price by Application (2019-2024) & (USD/Unit)

Table 99. Global Connected TV Average Price by Application (2025-2030) & (USD/Unit)

Table 100. North America Connected TV Sales Quantity by Type (2019-2024) & (K Units)

Table 101. North America Connected TV Sales Quantity by Type (2025-2030) & (K Units)

Table 102. North America Connected TV Sales Quantity by Application (2019-2024) & (K Units)

Table 103. North America Connected TV Sales Quantity by Application (2025-2030) & (K Units)

Table 104. North America Connected TV Sales Quantity by Country (2019-2024) & (K Units)

Table 105. North America Connected TV Sales Quantity by Country (2025-2030) & (K Units)

Table 106. North America Connected TV Consumption Value by Country (2019-2024) & (USD Million)

Table 107. North America Connected TV Consumption Value by Country (2025-2030) & (USD Million)

Table 108. Europe Connected TV Sales Quantity by Type (2019-2024) & (K Units)

Table 109. Europe Connected TV Sales Quantity by Type (2025-2030) & (K Units)

Table 110. Europe Connected TV Sales Quantity by Application (2019-2024) & (K Units)

Table 111. Europe Connected TV Sales Quantity by Application (2025-2030) & (K Units)

Table 112. Europe Connected TV Sales Quantity by Country (2019-2024) & (K Units)

Table 113. Europe Connected TV Sales Quantity by Country (2025-2030) & (K Units)

Table 114. Europe Connected TV Consumption Value by Country (2019-2024) & (USD Million)

Table 115. Europe Connected TV Consumption Value by Country (2025-2030) & (USD Million)



- Table 116. Asia-Pacific Connected TV Sales Quantity by Type (2019-2024) & (K Units)
- Table 117. Asia-Pacific Connected TV Sales Quantity by Type (2025-2030) & (K Units)
- Table 118. Asia-Pacific Connected TV Sales Quantity by Application (2019-2024) & (K Units)
- Table 119. Asia-Pacific Connected TV Sales Quantity by Application (2025-2030) & (K Units)
- Table 120. Asia-Pacific Connected TV Sales Quantity by Region (2019-2024) & (K Units)
- Table 121. Asia-Pacific Connected TV Sales Quantity by Region (2025-2030) & (K Units)
- Table 122. Asia-Pacific Connected TV Consumption Value by Region (2019-2024) & (USD Million)
- Table 123. Asia-Pacific Connected TV Consumption Value by Region (2025-2030) & (USD Million)
- Table 124. South America Connected TV Sales Quantity by Type (2019-2024) & (K Units)
- Table 125. South America Connected TV Sales Quantity by Type (2025-2030) & (K Units)
- Table 126. South America Connected TV Sales Quantity by Application (2019-2024) & (K Units)
- Table 127. South America Connected TV Sales Quantity by Application (2025-2030) & (K Units)
- Table 128. South America Connected TV Sales Quantity by Country (2019-2024) & (K Units)
- Table 129. South America Connected TV Sales Quantity by Country (2025-2030) & (K Units)
- Table 130. South America Connected TV Consumption Value by Country (2019-2024) & (USD Million)
- Table 131. South America Connected TV Consumption Value by Country (2025-2030) & (USD Million)
- Table 132. Middle East & Africa Connected TV Sales Quantity by Type (2019-2024) & (K Units)
- Table 133. Middle East & Africa Connected TV Sales Quantity by Type (2025-2030) & (K Units)
- Table 134. Middle East & Africa Connected TV Sales Quantity by Application (2019-2024) & (K Units)
- Table 135. Middle East & Africa Connected TV Sales Quantity by Application (2025-2030) & (K Units)
- Table 136. Middle East & Africa Connected TV Sales Quantity by Region (2019-2024) &

(K Units)

Table 137. Middle East & Africa Connected TV Sales Quantity by Region (2025-2030) & (K Units)

Table 138. Middle East & Africa Connected TV Consumption Value by Region (2019-2024) & (USD Million)

Table 139. Middle East & Africa Connected TV Consumption Value by Region (2025-2030) & (USD Million)

Table 140. Connected TV Raw Material

Table 141. Key Manufacturers of Connected TV Raw Materials

Table 142. Connected TV Typical Distributors

Table 143. Connected TV Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Connected TV Picture

Figure 2. Global Connected TV Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Connected TV Consumption Value Market Share by Type in 2023

Figure 4. 50 Inch Connected TV Examples

Figure 5. 32 Inch Connected TV Examples

Figure 6. 42 Inch Connected TV Examples

Figure 7. 55 Inch Connected TV Examples

Figure 8. 39 Inch Connected TV Examples

Figure 9. 40 Inch Connected TV Examples

Figure 10. 48 Inch Connected TV Examples

Figure 11. 46 Inch Connected TV Examples

Figure 12. 60 Inch Connected TV Examples

Figure 13. Others Examples

Figure 14. Global Connected TV Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Figure 15. Global Connected TV Consumption Value Market Share by Application in 2023

Figure 16. Entertainment Examples

Figure 17. Education Examples

Figure 18. Home Use Examples

Figure 19. Others Examples

Figure 20. Global Connected TV Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 21. Global Connected TV Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 22. Global Connected TV Sales Quantity (2019-2030) & (K Units)

Figure 23. Global Connected TV Average Price (2019-2030) & (USD/Unit)

Figure 24. Global Connected TV Sales Quantity Market Share by Manufacturer in 2023

Figure 25. Global Connected TV Consumption Value Market Share by Manufacturer in 2023

Figure 26. Producer Shipments of Connected TV by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023

Figure 27. Top 3 Connected TV Manufacturer (Consumption Value) Market Share in 2023

Figure 28. Top 6 Connected TV Manufacturer (Consumption Value) Market Share in 2023

Figure 29. Global Connected TV Sales Quantity Market Share by Region (2019-2030)

Figure 30. Global Connected TV Consumption Value Market Share by Region (2019-2030)

Figure 31. North America Connected TV Consumption Value (2019-2030) & (USD Million)

Figure 32. Europe Connected TV Consumption Value (2019-2030) & (USD Million)

Figure 33. Asia-Pacific Connected TV Consumption Value (2019-2030) & (USD Million)

Figure 34. South America Connected TV Consumption Value (2019-2030) & (USD Million)

Figure 35. Middle East & Africa Connected TV Consumption Value (2019-2030) & (USD Million)

Figure 36. Global Connected TV Sales Quantity Market Share by Type (2019-2030)

Figure 37. Global Connected TV Consumption Value Market Share by Type (2019-2030)

Figure 38. Global Connected TV Average Price by Type (2019-2030) & (USD/Unit)

Figure 39. Global Connected TV Sales Quantity Market Share by Application (2019-2030)

Figure 40. Global Connected TV Consumption Value Market Share by Application (2019-2030)

Figure 41. Global Connected TV Average Price by Application (2019-2030) & (USD/Unit)

Figure 42. North America Connected TV Sales Quantity Market Share by Type (2019-2030)

Figure 43. North America Connected TV Sales Quantity Market Share by Application (2019-2030)

Figure 44. North America Connected TV Sales Quantity Market Share by Country (2019-2030)

Figure 45. North America Connected TV Consumption Value Market Share by Country (2019-2030)

Figure 46. United States Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 47. Canada Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 48. Mexico Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 49. Europe Connected TV Sales Quantity Market Share by Type (2019-2030)

Figure 50. Europe Connected TV Sales Quantity Market Share by Application

(2019-2030)

Figure 51. Europe Connected TV Sales Quantity Market Share by Country (2019-2030)

Figure 52. Europe Connected TV Consumption Value Market Share by Country (2019-2030)

Figure 53. Germany Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 54. France Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 55. United Kingdom Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 56. Russia Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 57. Italy Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 58. Asia-Pacific Connected TV Sales Quantity Market Share by Type (2019-2030)

Figure 59. Asia-Pacific Connected TV Sales Quantity Market Share by Application (2019-2030)

Figure 60. Asia-Pacific Connected TV Sales Quantity Market Share by Region (2019-2030)

Figure 61. Asia-Pacific Connected TV Consumption Value Market Share by Region (2019-2030)

Figure 62. China Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 63. Japan Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 64. Korea Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 65. India Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 66. Southeast Asia Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 67. Australia Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 68. South America Connected TV Sales Quantity Market Share by Type (2019-2030)

Figure 69. South America Connected TV Sales Quantity Market Share by Application (2019-2030)

Figure 70. South America Connected TV Sales Quantity Market Share by Country

(2019-2030)

Figure 71. South America Connected TV Consumption Value Market Share by Country (2019-2030)

Figure 72. Brazil Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 73. Argentina Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 74. Middle East & Africa Connected TV Sales Quantity Market Share by Type (2019-2030)

Figure 75. Middle East & Africa Connected TV Sales Quantity Market Share by Application (2019-2030)

Figure 76. Middle East & Africa Connected TV Sales Quantity Market Share by Region (2019-2030)

Figure 77. Middle East & Africa Connected TV Consumption Value Market Share by Region (2019-2030)

Figure 78. Turkey Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 79. Egypt Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 80. Saudi Arabia Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 81. South Africa Connected TV Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 82. Connected TV Market Drivers

Figure 83. Connected TV Market Restraints

Figure 84. Connected TV Market Trends

Figure 85. Porters Five Forces Analysis

Figure 86. Manufacturing Cost Structure Analysis of Connected TV in 2023

Figure 87. Manufacturing Process Analysis of Connected TV

Figure 88. Connected TV Industrial Chain

Figure 89. Sales Quantity Channel: Direct to End-User vs Distributors

Figure 90. Direct Channel Pros & Cons

Figure 91. Indirect Channel Pros & Cons

Figure 92. Methodology

Figure 93. Research Process and Data Source

## I would like to order

Product name: Global Connected TV Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

Product link: <https://marketpublishers.com/r/G81C789196B2EN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G81C789196B2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

