

Global Direct Illumination-type LED Backlight TV 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 Direct Illumination-type LED Backlight TV market size was valued at US\$ 1055 million in 2025 and is forecast to a readjusted size of US\$ 1329 million by 2032 with a CAGR of 3.0% during review period.

In 2025, global production of direct-lit LED backlit TVs reached 1.8639 million units, with an average selling price of US\$550 per unit. The global annual production capacity of direct-lit LED backlit TVs is approximately 3 million units, with a gross profit margin of approximately 22.8%. Direct-lit LED backlit TVs are LCD TVs that place LED chips directly behind the display panel as a single backlight area, achieving localized dimming through zoned light control to enhance contrast and detail in dark areas. The upstream of the direct-lit LED backlit TV industry chain includes LED backlight strips, chips, display panels, and packaging materials; the midstream consists of direct-lit LED backlit TV manufacturers; and the downstream primarily serves commercial and private applications.

This report is a detailed and comprehensive analysis for global Direct Illumination-type LED Backlight 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 Direct Illumination-type LED Backlight TV market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Direct Illumination-type LED Backlight TV market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Direct Illumination-type LED Backlight TV market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Direct Illumination-type LED Backlight TV market shares of main players, shipments in revenue (\$ Million), sales quantity (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 Direct Illumination-type LED Backlight TV
- 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 Direct Illumination-type LED Backlight 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 Samsung, TCL, LG, Hisense, Skyworth, Sony, Phillips, Xiaomi, Sharp, Changhong, etc.

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

Market Segmentation

Direct Illumination-type LED Backlight TV 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

Below 52 Inches

52 – 65 Inches

Above 65 Inches

Market segment by Local Dimming

Low-Zone Direct-Lit

Medium-Zone Direct-Lit

High-Zone Direct-Lit

Market segment by Thickness

Ultra-Thin Direct-Lit

Regular Thickness Direct-Lit

Large Size Direct-Lit

Market segment by Application

Commercial Use

Private Use

Major players covered

Samsung

TCL

LG

Hisense

Skyworth

Sony

Phillips

Xiaomi

Sharp

Changhong

Haier

Vizio

Konka

Toshiba

Shenzhen Mtc

HUAWEI

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 Direct Illumination-type LED Backlight TV product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Direct Illumination-type LED Backlight TV, with price, sales quantity, revenue, and global market share of Direct Illumination-type LED Backlight TV from 2021 to 2026.

Chapter 3, the Direct Illumination-type LED Backlight TV competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Direct Illumination-type LED Backlight TV 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 Direct Illumination-type LED Backlight TV 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 Direct Illumination-type LED Backlight TV.

Chapter 14 and 15, to describe Direct Illumination-type LED Backlight TV sales channel, distributors, customers, research findings and conclusion.

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