

Global Direct-lit LED TV Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G54306DE536CEN.html>

Date: February 2026

Pages: 151

Price: US\$ 4,480.00 (Single User License)

ID: G54306DE536CEN

Abstracts

The global Direct-lit LED TV market size is expected to reach \$ 1329 million by 2032, rising at a market growth of 3.0% CAGR during the forecast period (2026-2032).

In 2025, global production of direct-lit LED 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 TVs is approximately 3 million units, with a gross profit margin of approximately 22.8%. Direct-lit LED TVs are a type of television where the backlight directly illuminates the entire display panel. Unlike edge-lit backlighting, direct-lit LEDs arrange a group of LEDs on the back of the display (usually a single back panel), directly illuminating the LCD panel to create a uniform light source. The upstream of the direct-lit LED TV industry chain includes LED backlight strips, LED chips, display panels, and packaging materials; the midstream consists of direct-lit LED TV manufacturers; and the downstream primarily serves commercial and private applications.

The market for direct-lit LED TVs (typically referring to LCD TVs with LED backlighting) is currently experiencing stable growth, albeit at a slower pace. Driven by high cost-performance ratios and demand for 4K and 8K TVs, manufacturers are continuously improving display quality and energy efficiency, focusing on enhancing local dimming, brightness, and contrast, as well as reducing power consumption and costs. With competition from OLED, Mini-LED, and Micro-LED, direct-lit LED TVs face price pressure in the same size segment, while maintaining competitiveness in mid-to-high-end models through higher brightness, more uniform backlight control, and improved image processing. Global shipments are primarily concentrated in regions with high TV penetration rates, and supply chain stability, panel production capacity, and channel sales models (combining online and offline channels) remain key market drivers.

This report studies the global Direct-lit LED TV production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Direct-lit LED TV and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Direct-lit LED TV that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Direct-lit LED TV total production and demand, 2021-2032, (K Units)

Global Direct-lit LED TV total production value, 2021-2032, (USD Million)

Global Direct-lit LED TV production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Direct-lit LED TV consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Direct-lit LED TV domestic production, consumption, key domestic manufacturers and share

Global Direct-lit LED TV production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Direct-lit LED TV production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Direct-lit LED TV production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Direct-lit LED TV market based on the following parameters - company overview, production, value, 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, Panasonic, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Direct-lit LED TV market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Direct-lit LED TV Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Direct-lit LED TV Market, Segmentation by Type:

Below 52 Inches

52 – 65 Inches

Above 65 Inches

Global Direct-lit LED TV Market, Segmentation by Local Dimming:

Low-Zone Direct-Lit

Medium-Zone Direct-Lit

High-Zone Direct-Lit

Global Direct-lit LED TV Market, Segmentation by Thickness:

Ultra-Thin Direct-Lit

Regular Thickness Direct-Lit

Large Size Direct-Lit

Global Direct-lit LED TV Market, Segmentation by Application:

Commercial Use

Private Use

Companies Profiled:

Samsung

TCL

LG

Hisense

Skyworth

Sony

Phillips

Xiaomi

Sharp

Panasonic

Changhong

Haier

Vizio

Konka

Toshiba

Shenzhen Mtc

HUAWEI

Key Questions Answered:

1. How big is the global Direct-lit LED TV market?
2. What is the demand of the global Direct-lit LED TV market?
3. What is the year over year growth of the global Direct-lit LED TV market?
4. What is the production and production value of the global Direct-lit LED TV market?
5. Who are the key producers in the global Direct-lit LED TV market?
6. What are the growth factors driving the market demand?

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