

# Global Outdoor TV Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Outdoor TV market size is expected to reach \$ 299 million by 2032, rising at a market growth of 8.4% CAGR during the forecast period (2026-2032).

Outdoor TV is built to withstand the ever changing temperatures and lighting conditions of the great outdoors. The easy day/night dimming adjustment adapts to any lighting condition, from the brightest mid-day sun by the pool to the darkest night under the cabana. The TV panel offers a scratch resistant, anti-glare surface to provide a bright, crisp picture while reducing the negative effects of unwanted reflections and light sources. The television plays perfectly in a wide operating range from freezing cold 23F to a hot 122F degrees.

Global key players of Outdoor TV include SunBrite TV, Samsung, FURRION, Peerless-AV, MirageVision, etc. The top five players hold a share over 74%. North America is the largest market, and has a share about 70%, followed by Europe with share 24%. In terms of product type, Commercial is the largest segment, occupied for a share of 55%. In terms of application, 60-69 Inches has a share about 34 percent.

This report studies the global Outdoor TV production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Outdoor 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 Outdoor TV that contribute to its increasing demand across many markets.

## Highlights and key features of the study

Global Outdoor TV total production and demand, 2021-2032, (Units)

Global Outdoor TV total production value, 2021-2032, (USD Million)

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

Global Outdoor TV consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Outdoor TV domestic production, consumption, key domestic manufacturers and share

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

Global Outdoor TV production by Screen Size, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Outdoor TV production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Outdoor 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 SunBriteTV, Samsung, FURRION, Peerless-AV, MirageVision, SkyVue, Cosmos (Evervue), Cinios, Aquavision, Seura, 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 Outdoor TV market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (US\$/Unit) by

manufacturer, by Screen Size, 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 Outdoor TV Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Outdoor TV Market, Segmentation by Screen Size:

?70 Inches

60-69 Inches

55-59 Inches

50-54 Inches

45-49 Inches

40-44 Inches

32-39 Inches

Below 32 Inches

Global Outdoor TV Market, Segmentation by Application:

Commercial

Residential

Companies Profiled:

SunBriteTV

Samsung

FURRION

Peerless-AV

MirageVision

SkyVue

Cosmos (Evervue)

Cinios

Aquavision

Seura

ProofVision

AquaLite TV

Luxurite

Core Innovations

NEW LEADER (Oolaa)

Sealoc

Kuvasion

I-brights

Skyworth

Connker

Kontech

Tongrun

**Key Questions Answered:**

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

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