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Global Set-Top Box (STB) Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Set-Top Box (STB) market size was valued at US$ 10970 million in 2024 and is forecast to a readjusted size of USD 15160 million by 2031 with a CAGR of 4.8% during review period.

A set-top box (STB) or set-top unit (STU) (one type also colloquially known as a cable box) is an information appliance device that generally contains a TV-tuner input and displays output to a television set and an external source of signal, turning the source signal into content in a form that can then be displayed on the television screen or other display device. They are used in cable television, satellite television, and over-the-air television systems, as well as other uses.

The Set-Top Box (STB) market has seen significant development in recent years. With ongoing technological advancements and shifts in consumer demands, several key trends are shaping the market.

Firstly, there is a notable trend towards increased intelligence and multifunctionality in STBs. Modern set-top boxes have evolved beyond mere signal decoders to become smart devices with a range of integrated features. For instance, smart STBs now support streaming media playback, app downloads, gaming capabilities, and internet browsing. This trend is driven by consumer demands for more entertainment options and personalized experiences.

Secondly, the adoption of 4K and 8K high-definition resolutions is driving upgrades in the STB market. As television display technologies advance, there is a growing demand for high-quality content, which encourages STB manufacturers to release devices that

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support higher resolutions and better image quality. The increasing availability of 4K and 8K content is significantly boosting the demand for compatible set-top boxes.

Thirdly, the rise of Over-The-Top (OTT) content has reshaped the STB market landscape. Streaming platforms like Netflix, Disney+, and Amazon Prime Video offer a vast array of media content, leading more consumers to opt for STBs with streaming capabilities. Manufacturers need to adapt to these changes by providing devices that support various streaming services.

Global set-top box (STB) key players include CommScope, Skyworth digital Technology Co.,Ltd, Technicolor, Sagemcom, HUAWEI, etc. Global top five manufacturers hold a Market Share about 35%.

This report is a detailed and comprehensive analysis for global 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 Set-Top Box (STB) market size and forecasts, in consumption value ($ Million), sales quantity (M Units), and average selling prices (US$/Unit), 2020-2031

Global Set-Top Box (STB) market size and forecasts by region and country, in consumption value ($ Million), sales quantity (M Units), and average selling prices (US$/Unit), 2020-2031

Global Set-Top Box (STB) market size and forecasts, by Type and by Application, in consumption value ($ Million), sales quantity (M Units), and average selling prices (US$/Unit), 2020-2031

Global Set-Top Box (STB) market shares of main players, shipments in revenue ($ Million), sales quantity (M Units), and ASP (US$/Unit), 2020-2025

The Primary Objectives in This Report Are:

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To determine the size of the total market opportunity of global and key countries

To assess the growth potential for 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 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 VANTIVA, Apple, Echostar (DISH), Humax, Sagemcom, Samsung, Roku, Skyworth Digital, Huawei, Sichuan Jiuzhou, etc.

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

Market Segmentation

Set-Top Box (STB) market is split by Type and by Application. For the period 2020-2031, 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

Digital Cable TV STB

Satellite TV Digital STB

Digital STB for Terrestrial Broadcast Television

IPTV Network STB

OTT STB

Others

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Market segment by Application

- Operator
- Household
- Commercial

Major players covered

- VANTIVA
- Apple
- Echostar (DISH)
- Humax
- Sagemcom
- Samsung
- Roku
- Skyworth Digital
- Huawei
- Sichuan Jiuzhou
- ZTE
- Shenzhen Coship
- Sichuan Changhong
- Unionman Technology

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Jiangsu Yinhe

Hisense

Tencent

FiberHome

Xiaomi

Hangzhou Dangbei

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 Set-Top Box (STB) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Set-Top Box (STB), with price, sales quantity, revenue, and global market share of Set-Top Box (STB) from 2020 to 2025.

Chapter 3, the 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 Set-Top Box (STB) breakdown data are shown at the regional level, to

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show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

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 2020 to 2031.

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 2020 to 2025.and Set-Top Box (STB) market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 Set-Top Box (STB).

Chapter 14 and 15, to describe Set-Top Box (STB) sales channel, distributors, customers, research findings and conclusion.

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