

Global Smart TV Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

<https://marketpublishers.com/r/G216BAAACF54EN.html>

Date: June 2025

Pages: 119

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

ID: G216BAAACF54EN

Abstracts

According to our (Global Info Research) latest study, the global Smart TV market size was valued at US\$ 121180 million in 2024 and is forecast to a readjusted size of USD 136710 million by 2031 with a CAGR of 1.8% during review period.

Smart TV is a natural development of the increasing convergence and expansion of multimedia delivery. Smart TVs allow users to customize their TV entertainment experience by using apps that are very similar to the apps people use on their mobile phones. Before shopping for a Smart TV, buyers should know what constitutes the classification of a Smart TV and what supplemental products they will need to operate it. Network connectivity and usage become an issue with Smart TVs, so buyers should learn how they can hook up their Smart TV before purchasing one. Having the added features of a Smart TV can impact what type of remote control an owner can use, so buyers can implement a number of tips to control their Smart TV. Additionally, Smart TVs can work with PCs and notebooks to expand their usability.

Asia-Pacific is estimated to have a major share in the global market with 40%.

This report is a detailed and comprehensive analysis for global Smart 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 Smart TV market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Smart TV market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Smart TV market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Smart TV market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/Unit), 2020-2025

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 Smart 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 Smart 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 Electronics, LG Electronics, TCL, Hisense, Sony, Skyworth, Foxconn (Sharp), Xiaomi, Vizio, Haier, etc.

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

Market Segmentation

Smart TV 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

32 inch

40 inch

42 inch

55 inch

60 inch

Market segment by Application

Family

Public

Major players covered

Samsung Electronics

LG Electronics

TCL

Hisense

Sony

Skyworth

Foxconn (Sharp)

Xiaomi

Vizio

Haier

Panasonic

Chonghong

Konka

TOSHIBA

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

Chapter 2, to profile the top manufacturers of Smart TV, with price, sales quantity, revenue, and global market share of Smart TV from 2020 to 2025.

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

Chapter 4, the Smart TV breakdown data are shown at the regional level, to 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 Smart TV 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 Smart TV.

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

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