

Global TV Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global TV market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Television (Television, TV, Video) refers to a device that uses electronic technology to transmit active picture pictures and audio signals, ie, a television receiver. It is also an important broadcast and video communication tool.

Samsung was the global greatest company in TV industry, with the market Share of 17% , followed by TCL, LG, Hisense, Skyworth, Sony, Phillips+AOC, MI, Sharp, Panasonic, Changhong, Haier, Vizio, Konka, Funai.

The Global Info Research report includes an overview of the development of the TV industry chain, the market status of Hypermarket & Supermarket (Under 60 Inch, 60-70 Inch), Specialty Store (Under 60 Inch, 60-70 Inch), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of TV.

Regionally, the report analyzes the TV markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global TV market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the TV market. It provides a

holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the TV industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (M Units), revenue generated, and market share of different by Type (e.g., Under 60 Inch, 60-70 Inch).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the TV market.

Regional Analysis: The report involves examining the TV market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the TV market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to TV:

Company Analysis: Report covers individual TV manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards TV This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Retail Channels (Hypermarket & Supermarket, Specialty Store).

Technology Analysis: Report covers specific technologies relevant to TV. It assesses the current state, advancements, and potential future developments in TV areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers,

the report present insights into the competitive landscape of the TV market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

TV market is split by Type and by Retail Channels. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Retail Channels in terms of volume and value.

Market segment by Type

Under 60 Inch

60-70 Inch

Above 70 Inch

Market segment by Retail Channels

Hypermarket & Supermarket

Specialty Store

Online

Others

Major players covered

Samsung

TCL

LG

Hisense

Skyworth

Sony

Phillips+AOC

MI

Sharp

Panasonic

Changhong

Haier

Vizio

Konka

Funai

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

Chapter 2, to profile the top manufacturers of TV, with price, sales, revenue and global market share of TV from 2019 to 2024.

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

Chapter 4, the TV breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and retail channels, with sales market share and growth rate by type, retail channels, from 2019 to 2030.

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 2017 to 2023. and TV market forecast, by regions, type and retail channels, with sales and revenue, from 2025 to 2030.

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 TV.

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

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