

Global Smart Connected TV 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 Smart Connected TV market size was valued at US\$ 112140 million in 2024 and is forecast to a readjusted size of USD 121550 million by 2031 with a CAGR of 1.2% during review period.

Smart Connected TV is a natural development of the increasing convergence and expansion of multimedia delivery.

Among all Smart Connected TVs of all screen sizes, these with a screen size of 60 inches or more have the highest market share, accounting for 42.97 percent of global revenue in 2019, followed by 55-inch and 42-inch TVs with 26.94 percent and 18.32 percent respectively.

The Asia-Pacific region (especially China), North America and Europe are the main consumer markets for Smart Connected TVs, with China alone accounting for 27.92 percent of the global total in 2019.

The world's major manufacturers include Samsung Electronics, LG Electronics, TCL, SONY, Hisense, Sharp (Foxconn), Xiaomi, Vizio, Haier and Panasonic. In 2019, the total revenue of the Top 5 manufacturers accounted for 71.46% of the global market, while the Top 10 accounted for 90.49%.

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

Global Smart Connected 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 Connected 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 Connected 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 Connected TV
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Smart Connected 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 Connected 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

Changhong

Konka

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

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

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

Chapter 4, the Smart Connected 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 Connected 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 Connected TV.

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

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