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Connected Living Room Market Size, Share & Trends Analysis Report By Product, By Application (New Construction, Retrofit), By End-use (Home Entertainment & Media Streaming, Gaming & E-sports, Home Automation & Control), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Connected Living Room Market Growth & Trends
The global connected living room market size is estimated t%li%reach USD 101.42 billion by 2030, registering a CAGR of 8.9% from 2025 t%li%2030, according t%li%a new report by Grand View Research, Inc. The increasing adoption of smart TVs and smart speakers is expected t%li%drive the growth.
The smart TVs have evolved drastically in recent years with increased connectivity and accessibility t%li%various applications and platforms. The wireless connectivity has enlarged the televisions compatibility with a large number of complimentary devices such as smartphones and tablet PCs. This has further helped integrate various other devices with the large screen comfort of a smart TV.
Vide%li%streaming has revolutionized the entertainment industry and video-on-demand is emerging as a potential substitute t%li%conventional television broadcasts. At the same time, the growing trend of streaming live videos over social media and other platforms is underlining the importance of connected devices and making it evidently necessary for the masses t%li%get acquainted with these devices. These factors are expected t%li%continue propelling the growth of the market over the forecast period.
Asia Pacific is estimated t%li%dominate the connected living room market over the forecast period. The number of smartphone users in the region is rising continuously as

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communication networks continue t%li%strengthen and the youth population continues t%li%increase. Moreover, the demand for smartphones, gaming consoles, and tablet PCs in the region is growing as the popularity of social media platforms among the youth population continues t%li%grow. All these factors bode well for the regional market.

Connected Living Room Market Report Highlights

The smart TVs and streaming devices segment accounted for the largest revenue share of 29.9% in the connected living room industry in 2024 and became an important part of the connected living room setup.

The retrofit application segment accounted for a larger revenue share in the global market in 2024 and is a popular way t%li%transform traditional homes int%li%smart homes without requiring complete renovations.

Based on end-use, the home automation & control segment is expected t%li%grow at the fastest CAGR over the forecast period.

In 2024, North America accounted for a substantial revenue share in the global market, owing t%li%the well-established digitization initiatives in the region and the extensive presence of various major market players.

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