

# **4K Set-Top Box Market by Product (Satellite, Internet Protocol Television (IPTV), Cable, Digital Terrestrial Television (DTT), Over The Top (OTT), Hybrid), Application (Residential, Commercial), and Region 2023-2028**

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## **Abstracts**

The global 4K set-top box market size reached US\$ 5.59 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 7.92 Billion by 2028, exhibiting a growth rate (CAGR) of 6.4% during 2023-2028. The increasing consumer spending, integration of advanced technologies, and rising investments in marketing campaigns represent some of the key factors driving the market.

A 4K set-top box (STB) is a device that enables users to stream 4K content to their television (TV). It streams content in ultra-high-definition (UHD) quality with a pixel resolution of 3840 pixels X 2160 lines. It connects to the internet via Wi-Fi or ethernet and establishes a connection with online streaming services. It offers a user-friendly interface that allows navigation through a remote control or smartphone. It also supports live TV services, advanced gaming capabilities, and virtual assistants (VAs) to control the device using voice commands and improve user experience. At present, the emerging trend of smart homes and the increasing utilization of smart devices is catalyzing the demand for 4K STB across the globe.

### **4K Set-Top Box Market Trends:**

The increasing consumer preferences toward high-quality audio and video content and the rising number of individuals spending on online video streaming platforms represent one of the major factors driving the demand for 4K STBs around the world. It can also be attributed to rapid urbanization, inflating income levels, improving standards of living, and the growing penetration of the high-speed internet connectivity. Moreover, the

integration of Dolby Atmos, voice control, machine learning (ML), and artificial intelligence (AI) to recommend content based on the viewing history of the users and provide a personalized and hassle-free experience is favoring the growth of the market. In addition, the increasing awareness about the benefits of streaming content in 4K, such as improved picture quality, is contributing to the market growth. Apart from this, the rising number of commercial spaces, such as hotels, restaurants, and cafes are installing 4K STBs to offer live streaming of matches is bolstering the growth of the market. Furthermore, leading players are investing in marketing campaigns to increase their overall sales and strengthen their hold in the market share. Besides this, a considerable reliance on online shopping applications that provide convenience, reviews, doorstep delivery, innumerable payment option, and easy installation of the product is creating a positive outlook for the market. Additionally, significant improvements in broadband infrastructure in urban areas and the expansion of fifth generation (5G) technology is strengthening the growth of the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global 4K set-top box market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on product and application.

#### Product Insights:

Satellite

Internet Protocol Television (IPTV)

Cable

Digital Terrestrial Television (DTT)

Over The Top (OTT)

Hybrid

The report has provided a detailed breakup and analysis of the 4K set-top box market based on the product. This includes satellite, internet protocol television (IPTV), cable, digital terrestrial television (DTT), over the top (OTT), and hybrid. According to the report, satellite represented the largest segment.

#### Application Insights:

Residential

Commercial

A detailed breakup and analysis of the 4K set-top box market based on the application has also been provided in the report. This includes residential and commercial. According to the report, residential accounted for the largest market share.

#### Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for 4K set-top box. Some of the factors driving the North America 4K set-top box market included increased number of online video streaming platforms, rising number of commercial spaces, incorporation of advanced

technologies, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global 4K set-top box market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Bharti Airtel Limited, DISH Network Corporation, HUMAX Co. Ltd., Infomir Group, Roku Inc., Sagemcom Broadband SAS, Tata Play Limited, ZTE Corporation, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global 4K set-top box market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global 4K set-top box market?

What is the impact of each driver, restraint, and opportunity on the global 4K set-top box market?

What are the key regional markets?

Which countries represent the most attractive 4K set-top box market?

What is the breakup of the market based on the product?

Which is the most attractive product in the 4K set-top box market?

What is the breakup of the market based on the application?

Which is the most attractive application in the 4K set-top box market?

What is the competitive structure of the global 4K set-top box market?

Who are the key players/companies in the global 4K set-top box market?

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