

4K TV Market by Technology (OLED (Organic Light Emitting Diode) Display, Quantum Dot), Screen Size (Below 55 Inches, 55-65 Inches, Above 65 Inches), End User (Residential, Commercial), and Region 2024-2032

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Abstracts

The global 4K TV market size reached US\$ 251.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,244.9 Billion by 2032, exhibiting a growth rate (CAGR) of 18.86% during 2024-2032. The escalating investments in producing 4K content, such as movies, series, and documentaries, the widespread integration of advanced audio technologies, and the rising environmental awareness among the masses are among the key factors driving the market growth.

A 4K TV refers to a television display technology that offers a resolution of 3840 x 2160 pixels, which is four times the resolution of Full HD (1920 x 1080 pixels). The term "4K" comes from the horizontal pixel count, which is approximately 4,000 pixels wide. This higher resolution provides a much clearer and more detailed picture quality, making it ideal for larger screens where the difference in clarity can be easily observed. They are equipped to handle high dynamic range (HDR) content, offering enhanced brightness and a broader color spectrum. They are commonly used for both home entertainment and professional purposes, including gaming, streaming high-definition videos, and even in commercial displays.

The global market is primarily driven by the widespread availability of various 4K content. This can be attributed to the growing investments by streaming giants in producing 4K content, such as movies, series, and documentaries. Additionally, gaming consoles are designed to support 4K resolution, thereby appealing to gamers who seek immersive and realistic experiences. As more content becomes available in 4K, the demand for compatible TVs naturally increases. Along with this, the widespread

integration of advanced audio technologies to create an all-encompassing entertainment experience is positively influencing the market. Such integration is particularly appealing to home theater enthusiasts and consumers who prioritize high-quality audio to complement their visual experience. In addition, environmental awareness is increasingly influencing consumer behavior, and manufacturers are responding by developing more energy-efficient and sustainable models. These features are appealing to environmentally-conscious consumers, further impacting the market. Moreover, the rising applications in various industries such as healthcare, design, and surveillance is creating a positive market outlook.

4K TV Market Trends/Drivers:

Increasing demand for high-quality home entertainment

The growing consumer preference for high-quality home entertainment is a significant market driver for the overall industry. With the advent of streaming services offering 4K content and the proliferation of high-speed internet, consumers are seeking superior viewing experiences that can only be met through higher resolution displays. Along with this, the rise of telecommuting and remote work has also amplified the time spent at home, prompting the masses to invest in better home entertainment systems. Furthermore, global events, such as sports tournaments are increasingly being broadcast in 4K, attracting audiences who wish to capture every detail on their screens. High-quality home entertainment is a luxury and is becoming a standard expectation among consumers, fueling the demand across the globe.

Continual technological advancements and competitive pricing

The 4K TV industry has benefited from rapid technological advancements that have made these high-resolution displays more affordable. Additionally, innovations in semiconductor and display technologies have reduced production costs, allowing manufacturers to offer competitive pricing. Economies of scale are also a factor, as increased production has led to more cost-efficient manufacturing processes. These cost reductions are passed on to consumers, making 4K TVs more accessible to a broader audience. In addition, brands are also offering additional features, including smart connectivity, voice controls, and built-in streaming apps, further driving the market's growth. Moreover, the availability of budget-friendly product variants has created a more inclusive market, attracting first-time buyers and those looking to upgrade from HD TVs.

Growing adoption in commercial spaces

While 4K TVs have been popular in residential settings, there is a rising trend in their adoption in commercial spaces, such as hotels, restaurants, and corporate offices. The hospitality sector, in particular, is using 4K TVs to offer premium experiences to guests, enhancing their overall satisfaction and potentially attracting repeat business. In corporate settings, 4K TVs serve as advanced presentation tools, facilitating clearer and more detailed data visualization for meetings and client pitches. In confluence with this, retail stores are using 4K displays to showcase product features and advertisements with superior clarity. This diversification of use-cases for 4K TVs is expanding the market, making them an essential component not just in homes but also in various business settings.

4K TV Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global 4K TV market, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on technology, screen size, and end user.

Breakup by Technology:

OLED (Organic Light Emitting Diode) Display
Quantum Dot

OLED (organic light emitting diode) display holds the largest market share

The report has provided a detailed breakup and analysis of the market based on the technology. This includes OLED (organic light emitting diode) display and quantum dot. According to the report, OLED (organic light emitting diode) display accounted for the largest market share.

The OLED (Organic Light Emitting Diode) display technology has become a significant market driver in the overall industry, primarily due to its ability to offer superior picture quality with true blacks and vibrant colors. Unlike traditional LED or LCD screens, OLED displays have self-emissive pixels that produce their own light, eliminating the need for backlighting. This results in more precise color reproduction and allows for incredibly thin TV designs. The energy-efficiency of OLED technology also resonates with eco-conscious consumers, as it typically consumes less power when displaying darker images. In addition, OLED screens are more flexible in design, making them ideal candidates for curved or even rollable TV screens, a feature that has captivated

consumer interest. The premium viewing experience offered by OLED technology often appeals to a higher-end market segment willing to pay a premium for enhanced visual experiences. Streaming services and gaming consoles are increasingly supporting HDR and wider color gamut, features that are optimized in OLED 4K TVs. This convergence of superior technology and consumer demand for high-quality experiences is driving the adoption of OLED in the global market.

Breakup by Screen Size:

Below 55 Inches

55-65 Inches

Above 65 Inches

Below 55 inches account for the majority of the market share

A detailed breakup and analysis of the market based on the screen size has also been provided in the report. This includes below 55 inches, 55-65 inches, and above 65 inches. According to the report, below 55 inches accounted for the largest market share.

The demand for 4K TVs with screen sizes below 55 inches is being propelled by urban living conditions, where space is often limited, making smaller TVs more suitable. These compact product variants offer the same high-resolution experience without occupying a large footprint, making them ideal for apartments, small living rooms, or even bedrooms. Another driver is affordability; smaller products are generally more budget-friendly, widening their appeal to a broader consumer base including students and young professionals. As more individuals work from home, there's also a growing need for multipurpose screens that can double as both work monitors and entertainment displays, a role that sub-55 inch 4K TVs can effectively fill. Additionally, smaller products are increasingly being used in commercial settings, including bars, restaurants, and retail stores, where space is a premium but high-quality displays are still desired. Advanced features such as smart connectivity and voice controls are now also available in smaller models, removing the need to compromise on features for size. This blend of versatility, affordability, and compatibility with modern lifestyles is driving the market growth for 4K TVs in the below 55-inch category.

Breakup by End User:

Residential

Commercial

Residential holds the largest market share

The report has provided a detailed breakup and analysis of the market based on the end user. This includes residential and commercial. According to the report, residential represented the largest segment.

The residential sector is a major end-user segment driving the growth of the overall market, influenced by the increasing consumer demand for immersive and high-quality home entertainment experiences that have made 4K TVs more appealing for residential use. With more consumers spending time at home due to the rise in remote work and social restrictions, investing in a premium viewing experience has gained priority. Technological advancements such as high dynamic range (HDR), voice control, and smart home integration have also contributed to making 4K TVs a popular choice for households. In addition, the availability of a broad range of 4K content from streaming services has further fueled the adoption rate among residential users. In addition, the decreasing cost of high-speed internet and the widespread acceptance of Over-the-Top (OTT) platforms have made 4K streaming more accessible. The compatibility of 4K TVs with gaming consoles has also attracted a younger demographic, keen on leveraging the improved graphics and faster refresh rates.

Breakup by Region:

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

Asia Pacific exhibits a clear dominance, accounting for the largest 4K TV market share

The market research 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, Asia Pacific accounted for the largest segment.

The Asia Pacific region is witnessing substantial growth in the overall market, driven by the rapid expansion of broadband infrastructure, making high-speed internet more accessible to a larger population. This has facilitated the rise of Over-the-Top (OTT) platforms, thereby creating a robust ecosystem for 4K content consumption. Economically, the rising disposable incomes in countries, such as China, India, and South Korea are enabling consumers to invest in premium electronics, including 4K TVs. Moreover, the region is home to some of the world's largest electronics manufacturers, leading to competitive pricing and a wider range of options for consumers.

Apart from this, the growing popularity of eSports and online gaming in these markets is also contributing to increased demand for high-resolution displays. In addition, government initiatives focused on advanced manufacturing, have accelerated the adoption of digital technologies, indirectly boosting the 4K TV market. Cultural factors, including the immense popularity of local film industries and international sporting events, are also encouraging consumers to upgrade their home entertainment setups.

Competitive Landscape:

The key players are continually innovating to offer advanced features such as improved HDR, higher refresh rates, and better color accuracy. Along with this, brands are adopting competitive pricing strategies to cater to a broader demographic. Budget-

friendly models are being introduced to attract entry-level consumers without compromising on essential 4K features. In addition, companies are forming partnerships with content providers, gaming companies, and even sports events to showcase the capabilities of their 4K TVs. Special promotions and discounts are often offered during major sporting events or holidays. In addition, the rising investments in consumer education, showcasing the benefits and features through in-store demonstrations, online videos, and detailed buying guides are significantly supporting the market. After-sales service, warranty extensions, and quality assurance are becoming critical factors in consumer decision-making. Companies are increasingly focusing on enhancing customer service to build brand loyalty, which is contributing to the market.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Haier Inc.
Hisense Group
Hitachi Ltd.
Koninklijke Philips N.V
LG Electronics (LG Corporation)
Panasonic Holdings Corporation
Samsung Electronics Co. Ltd.
Sceptre Inc.
Sharp Corporation
Sony Group Corporation
TCL Technology
Vizio Inc.
Vu Televisions

Recent Developments:

In September 2023, Haier Inc unveiled its new smart TV range in India. The K800GT smart TVs have Google TV software and a bezel-less design. There are several versions available in various display resolutions and sizes.

In September 2023, Hisense Group launched a new 100-inch 4K TV at the CEDIA Expo 2023, which claims to provide a superior viewing experience. In addition, the TV uses mini-LED backlighting technology, which offers more than 1,600 local dimming zones for fine-grained adjustment of brightness and contrast.

In January 2023, LG Electronics (LG Corporation) released the 97-inch LG SIGNATURE OLED M (model M3), the first consumer TV in the world to include Zero

Connect1, a wireless technology that allows for real-time video and audio transfer at up to 4K 120Hz.

Key Questions Answered in This Report:

How has the 4K TV market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the 4K TV market?

What is the impact of each driver, restraint, and opportunity on the 4K TV market?

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

Which is the most attractive technology in the 4K TV market?

What is the breakup of the market based on the screen size?

Which is the most attractive screen size in the 4K TV market?

What is the breakup of the market based on the end user?

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Who are the key players/companies in the 4K TV market?

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