+357 96 030922
info@marketpublishers.com

Mexico Television Market Size, Share, Trends and Forecast by Technology, Screen Size, Features, End User, and Region, 2026-2034

https://marketpublishers.com/r/M1AD3C650019EN.html
Date: June 2026
Pages: 118
Price: US$ 2,999.00 (Single User License)
ID: M1AD3C650019EN

Abstracts

The Mexico television market size reached USD 5.2 Billion in 2025 . Looking forward, IMARC Group expects the market to reach USD 10.7 Billion by ?2034?, exhibiting a growth rate (CAGR) of 8.21% during ?2026-2034?. The market is driven by the rapid adoption of streaming services, fueled by affordable internet and mobile device usage. Demand for localized and original content is rising, with global and domestic platforms investing in Mexican productions. Additionally, shifting advertising budgets toward digital platforms and changing viewer preferences for on-demand content are further expanding the Mexico television market share, pushing traditional broadcasters to innovate.

MEXICO TELEVISION MARKET TRENDS:

Growth of Streaming Services and Decline in Traditional TV Viewership

The market is experiencing a significant shift as streaming platforms gain popularity, leading to a decline in traditional TV viewership. Services including Netflix, Amazon Prime Video, and Disney+ are expanding rapidly due to affordable subscription plans and localized content. Younger audiences, in particular, prefer on-demand streaming over scheduled programming, driving broadcasters to adapt by launching their own digital platforms, such as Televisa’s Blim and TV Azteca’s A+. Additionally, the rise of mobile internet accessibility has fueled this trend, with more consumers watching content on smartphones and tablets. 94% of internet users?in Mexico are connected to the web through smart devices at home. In 2023, 81.2% of the population used the Internet, up 9.7 percentage points?since 2020, which points to progress in the digital inclusion of the population. The data highlights significant opportunities for televisions as digital engagement grows across rural?and urban centers. While free-to-air TV remains relevant among older demographics, advertisers are increasingly shifting budgets toward digital platforms to reach tech-savvy viewers. This transition is reshaping Mexico’s media landscape, pushing traditional networks to innovate through hybrid models that combine linear TV with streaming options to retain audiences and remain competitive.

Escalating Demand for Localized and Original Content

The rising demand for localized and original content, driven by both streaming services and traditional broadcasters, is favoring the Mexico television market growth. International platforms such as Netflix and HBO Max are investing heavily in Mexican productions, including dramas, comedies, and documentaries, to cater to regional tastes. Shows such as La Casa de las Flores (Netflix) and Luis Miguel: La Serie (Telemundo/Netflix) have demonstrated the global appeal of Mexican storytelling. On 21 st February, 2025, Netflix announced a USD 1 Billion investment to make about 20 original movies and TV shows annually in Mexico for the next four years, thus strengthening its regional content strategy. CEO Ted Sarandos has confirmed new collaborations, the development of jobs, and cooperation with Estudios Churubusco to develop talent and promote the local television sector. This major investment reflects Mexico's status as a production hub, leveraging its diverse landscapes and cultural richness for international streaming viewers. Meanwhile, domestic networks are focusing on telenovelas and reality shows with cultural relevance to maintain viewer loyalty. This trend highlights the importance of culturally resonant narratives in attracting audiences, as viewers increasingly seek relatable content. As competition intensifies, content creators are prioritizing high-quality productions with local talent, further strengthening Mexico’s position as a key region in the global entertainment industry.

MEXICO TELEVISION MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on technology, screen size, features, and end user.

Technology Insights:

LED/LCD TV

OLED TV

QLED TV

Smart TV

The report has provided a detailed breakup and analysis of the market based on the technology. This includes LED/LCD TV, OLED TV, QLED TV, and smart TV.

Screen Size Insights:

Small Screen (Below 32 inches)

Medium Screen (32 to 50 inches)

Large Screen (Above 50 inches)

A detailed breakup and analysis of the market based on the screen size have also been provided in the report. This includes small screen (below 32 inches), medium screen (32 to 50 inches), and large screen (above 50 inches).

Features Insights:

High-Resolution Displays

4K

8K

HDR (High Dynamic Range)

Audio Enhancement

Dolby Atmos

DTS X

Connectivity Options

Bluetooth

Wi-Fi

HDMI

Voice Control and AI Integration

The report has provided a detailed breakup and analysis of the market based on the features. This includes high-resolution displays (4K and 8K), HDR (high dynamic range), audio enhancement (Dolby Atmos and DTS X), connectivity options (Bluetooth, Wi-Fi, and HDMI), and voice control and AI integration.

End User Insights:

Entertainment Enthusiasts

Budget-Conscious Consumers

Tech Enthusiasts

Gamers

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes entertainment enthusiasts, budget-conscious consumers, tech enthusiasts, and gamers.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and Others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key 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.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico television market performed so far and how will it perform in the coming years?
What is the breakup of the Mexico television market on the basis of technology?
What is the breakup of the Mexico television market on the basis of screen size?
What is the breakup of the Mexico television market on the basis of features?
What is the breakup of the Mexico television market on the basis of end user?
What is the breakup of the Mexico television market on the basis of region?
What are the various stages in the value chain of the Mexico television market?
What are the key driving factors and challenges in the Mexico television market?
What is the structure of the Mexico television market and who are the key players?
What is the degree of competition in the Mexico television market?

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

12 PROFILES OF KEY PLAYERS

13 MEXICO TELEVISION MARKET - INDUSTRY ANALYSIS

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Mexico Television Market Size, Share, Trends and Forecast by Technology, Screen Size, Features, End User, and Region, 2026-2034

Product link: https://marketpublishers.com/r/M1AD3C650019EN.html

Price: US$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/M1AD3C650019EN.html