

North America Smart TV Market Report by Resolution Type (4K UHD TV, HD TV, Full HD TV, 8K TV), Screen Size (Below 32 Inches, 32 to 45 Inches, 46 to 55 Inches, 56 to 65 Inches, Above 65 Inches), Screen Type (Flat, Curved), Technology (LCD (Liquid Crystal Display), LED (Light Emitting Diode), OLED (Organic Light Emitting Diode), QLED (Quantum Dot Light Emitting Diode)), Platform (Android, Roku, WebOS, Tizen OS, iOS, MyHomeScreen, and Others), Distribution Channel (Offline, Online), Application (Residential, Commercial), and Country 2024-2032

<https://marketpublishers.com/r/N2CE021D7166EN.html>

Date: January 2024

Pages: 122

Price: US\$ 3,699.00 (Single User License)

ID: N2CE021D7166EN

Abstracts

The North America smart TV market size reached US\$ 67.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 205.0 Billion by 2032, exhibiting a growth rate (CAGR) of 12.7% during 2024-2032. The increasing usage of high-speed internet, rising traction of OTT platforms, and growing demand of smart TVs among gamers represent some of the key factors driving the market.

A smart television (TV) is an electrical device integrated with internet connectivity, which is used to watch shows and access various free or paid streaming apps. It comprises an operating system that offers various games, applications, channels, and other digital services and hardware and connection types to receive cable and satellite transmission passively. It supports ethernet, wireless fidelity (Wi-Fi), Bluetooth, and flash memory cards from digital cameras, along with coaxial cable, high-definition multimedia interface (HDMI), and other audio-video connections. A smart TV can also be connected with

various input devices, such as smartphones, tablets, keyboards, laptops, speakers, and mouse, to display pictures, play music, and watch videos from various websites and access different social media sites. It can control the operation of numerous connected devices in a smart home, such as smart locks and lights, through a dashboard incorporated into its system. It also provides voice search features to enable the users to navigate the menu, find channels, switch between apps, and control other connected devices without using the remote. As smart TV is user-friendly and provides various advanced features along with a big screen, it finds applications in the residential and commercial sectors across the North American region.

North America Smart TV Market Trends:

At present, the increasing utilization of high-speed internet for socializing, learning, and telehealth represents one of the primary factors influencing the market positively in the North American region. Besides this, there is a rise in the traction of various over-the-top (OTT) platforms as they are convenient, provide quality content, and enable users to watch their favorite shows on their preferred devices. This, coupled with the wide availability of various affordable subscription-based plans provided by streaming media services, is propelling the growth of the market in the region. In addition, the growing demand for smart TVs among gamers to connect their gaming peripherals and rigs and achieve a thrilling experience while playing is offering a favorable market outlook in the North American region. Apart from this, the rising application of smart TVs in office spaces to conduct video conferences, display presentations, and stream videos related to work is supporting the market growth. Moreover, the increasing employment of smart TVs integrated with smart class technology in schools and colleges for promoting better academic learning among students is strengthening the market growth in the North American region. Furthermore, key market players operating in the region are manufacturing smart TVs integrated with artificial intelligence (AI) and high dynamic range (HDR) programming to enhance their functionalities.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America smart TV market report, along with forecasts at the regional and country level from 2024-2032. Our report has categorized the market based on resolution type, screen size, screen type, technology, platform, distribution channel, and application.

Resolution Type Insights:

4K UHD TV

HD TV

Full HD TV

8K TV

The report has provided a detailed breakup and analysis of the North America smart TV market based on the resolution type. This includes 4K UHD TV, HD TV, full HD TV, and 8K TV. According to the report, 4K UHD TV represented the largest segment.

Screen Size Insights:

Below 32 Inches

32 to 45 Inches

46 to 55 Inches

56 to 65 Inches

Above 65 Inches

A detailed breakup and analysis of the North America smart TV market based on screen size has also been provided in the report. This includes below 32 inches, 32 to 45 inches, 46 to 55 inches, 56 to 65 inches, and above 65 inches. According to the report, 32 to 45 inches accounted for the largest market share.

Screen Type Insights:

Flat

Curved

A detailed breakup and analysis of the North America smart TV market based on the screen type has also been provided in the report. This includes flat and curved. According to the report, flat accounted for the largest market share.

Technology Insights:

LCD (Liquid Crystal Display)

LED (Light Emitting Diode)

OLED (Organic Light Emitting Diode)

QLED (Quantum Dot Light Emitting Diode)

A detailed breakup and analysis of the North America smart TV market based on technology has also been provided in the report. This includes LCD (liquid crystal display), LED (light emitting diode), OLED (organic light emitting diode), and QLED

(quantum dot light emitting diode). According to the report, LED accounted for the largest market share.

Platform Insights:

Android
Roku
WebOS
Tizen OS
iOS
MyHomeScreen
Others

A detailed breakup and analysis of the North America smart TV market based on the platform has also been provided in the report. This includes android, Roku, WebOS, Tizen OS, iOS, MyHomeScreen, and others. According to the report, android accounted for the largest market share.

Distribution Channel Insights:

Offline
Online

A detailed breakup and analysis of the North America smart TV market based on the distribution channel has also been provided in the report. This includes offline and online. According to the report, offline accounted for the largest market share.

Application Insights:

Residential
Commercial

A detailed breakup and analysis of the North America smart TV market based on application has also been provided in the report. This includes residential and commercial. According to the report, residential accounted for the largest market share.

Country Insights:

United States

Canada

Mexico

The report has also provided a comprehensive analysis of all the major regional markets that include United States, Canada, and Mexico. According to the report, United States was the largest market for smart TVs. Some of the factors driving the United States smart TV market included the increasing demand for personalized entertainment, rising technological advancements in the electrical industry, the growing usage of smart TVs in the residential sector, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the North America smart TV market. Detailed profiles of all major companies have also been provided.

Key Questions Answered in This Report

1. What was the size of the North America smart TV market in 2023?
2. What is the expected growth rate of the North America smart TV market during 2024-2032?
3. What are the key factors driving the North America smart TV market?
4. What has been the impact of COVID-19 on the North America smart TV market?
5. What is the breakup of the North America smart TV market based on resolution type?
6. What is the breakup of the North America smart TV market based on the screen size?
7. What is the breakup of the North America smart TV market based on the screen type?
8. What is the breakup of the North America smart TV market based on the technology?
9. What is the breakup of the North America smart TV market based on platform?
10. What is the breakup of the North America smart TV market based on the distribution channel?
11. What is the breakup of the North America smart TV market based on the application?
12. What are the key regions in the North America smart TV market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL SMART TV MARKET

- 5.1 Market Performance
- 5.2 Market Breakup by Resolution Type
- 5.3 Market Breakup by Screen Size
- 5.4 Market Breakup by Screen Type
- 5.5 Market Breakup by Technology
- 5.6 Market Breakup by Platform
- 5.7 Market Breakup by Distribution Channel
- 5.8 Market Breakup by Application
- 5.9 Market Breakup by Region
- 5.10 Market Forecast

6 NORTH AMERICA SMART TV MARKET

North America Smart TV Market Report by Resolution Type (4K UHD TV, HD TV, Full HD TV, 8K TV), Screen Size (Be...

- 6.1 Market Performance
- 6.2 Impact of COVID-19
- 6.3 Market Forecast

7 NORTH AMERICA SMART TV MARKET: BREAKUP BY RESOLUTION TYPE

- 7.1 4K UHD TV
- 7.2 HD TV
- 7.3 Full HD TV
- 7.4 8K TV

8 NORTH AMERICA SMART TV MARKET: BREAKUP BY SCREEN SIZE

- 8.1 Below 32 Inches
- 8.2 32 to 45 Inches
- 8.3 46 to 55 Inches
- 8.4 56 to 65 Inches
- 8.5 Above 65 Inches

9 NORTH AMERICA SMART TV MARKET: BREAKUP BY SCREEN TYPE

- 9.1 Flat
- 9.2 Curved

10 NORTH AMERICA SMART TV MARKET: BREAKUP BY TECHNOLOGY

- 10.1 LCD (Liquid Crystal Display)
- 10.2 LED (Light Emitting Diode)
- 10.3 OLED (Organic Light Emitting Diode)
- 10.4 QLED (Quantum Dot Light Emitting Diode)

11 NORTH AMERICA SMART TV MARKET: BREAKUP BY PLATFORM

- 11.1 Android
- 11.2 Roku
- 11.3 WebOS
- 11.4 Tizen OS
- 11.5 iOS

11.6 MyHomeScreen

11.7 Others

12 NORTH AMERICA SMART TV MARKET: BREAKUP BY DISTRIBUTION CHANNEL

12.1 Offline

12.2 Online

13 NORTH AMERICA SMART TV MARKET: BREAKUP BY APPLICATION

13.1 Residential

13.2 Commercial

14 NORTH AMERICA SMART TV MARKET: BREAKUP BY COUNTRY

14.1 United States

14.1.1 Historical Market Trends

14.1.2 Market Breakup by Resolution Type

14.1.3 Market Breakup by Screen Size

14.1.4 Market Breakup by Screen Type

14.1.5 Market Breakup by Technology

14.1.6 Market Breakup by Platform

14.1.7 Market Breakup by Distribution Channel

14.1.8 Market Breakup by Application

14.2 Canada

14.2.1 Historical Market Trends

14.2.2 Market Breakup by Resolution Type

14.2.3 Market Breakup by Screen Size

14.2.4 Market Breakup by Screen Type

14.2.5 Market Breakup by Technology

14.2.6 Market Breakup by Platform

14.2.7 Market Breakup by Distribution Channel

14.2.8 Market Breakup by Application

14.3 Mexico

14.3.1 Historical Market Trends

14.3.2 Market Breakup by Resolution Type

14.3.3 Market Breakup by Screen Size

14.3.4 Market Breakup by Screen Type

- 14.3.5 Market Breakup by Technology
- 14.3.6 Market Breakup by Platform
- 14.3.7 Market Breakup by Distribution Channel
- 14.3.8 Market Breakup by Application

15 SWOT ANALYSIS

- 15.1 Overview
- 15.2 Strengths
- 15.3 Weaknesses
- 15.4 Opportunities
- 15.5 Threats

16 VALUE CHAIN ANALYSIS

- 16.1 Overview
- 16.2 Research and Development
- 16.3 Raw Material Procurement
- 16.4 Manufacturing
- 16.5 Marketing
- 16.6 Distribution
- 16.7 Export
- 16.8 End-User

17 PORTER'S FIVE FORCES ANALYSIS

- 17.1 Overview
- 17.2 Bargaining Power of Buyers
- 17.3 Bargaining Power of Suppliers
- 17.4 Degree of Rivalry
- 17.5 Threat of New Entrants
- 17.6 Threat of Substitutes

18 PRICE ANALYSIS

19 COMPETITIVE LANDSCAPE

- 19.1 Market Structure

19.2 Key Players

19.3 Profiles of Key Players

List Of Tables

LIST OF TABLES

Table 1: North America: Smart TV Market: Key Industry Highlights, 2023 and 2032

Table 2: North America: Smart TV Market: Breakup by Resolution Type (in Billion US\$), 2018-2023

Table 3: North America: Smart TV Market: Breakup by Screen Size (in Billion US\$), 2018-2023

Table 4: North America: Smart TV Market: Breakup by Screen Type (in Billion US\$), 2018-2023

Table 5: North America: Smart TV Market: Breakup by Technology (in Billion US\$), 2018-2023

Table 6: North America: Smart TV Market: Breakup by Platform (in Billion US\$), 2018-2023

Table 7: North America: Smart TV Market: Breakup by Distribution Channel (in Billion US\$), 2018-2023

Table 8: North America: Smart TV Market: Breakup by Application (in Billion US\$), 2018-2023

Table 9: North America: Smart TV Market: Breakup by Country (in Billion US\$), 2018-2023

Table 10: North America: Smart TV Market: Competitive Structure

Table 11: North America: Smart TV Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: North America: Smart TV Market: Major Drivers and Challenges
- Figure 2: Global: Smart TV Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: Smart TV Market: Breakup by Resolution Type (in %), 2023
- Figure 4: Global: Smart TV Market: Breakup by Screen Size (in %), 2023
- Figure 5: Global: Smart TV Market: Breakup by Screen Type (in %), 2023
- Figure 6: Global: Smart TV Market: Breakup by Technology (in %), 2023
- Figure 7: Global: Smart TV Market: Breakup by Platform (in %), 2023
- Figure 8: Global: Smart TV Market: Breakup by Distribution Channel (in %), 2023
- Figure 9: Global: Smart TV Market: Breakup by Application (in %), 2023
- Figure 10: Global: Smart TV Market: Breakup by Region (in %), 2023
- Figure 11: Global: Smart TV Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 12: North America: Smart TV Market: Sales Value (in Billion US\$), 2018-2023
- Figure 13: North America: Smart TV Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 14: North America: Smart TV Market: Breakup by Resolution Type (in %), 2023
- Figure 15: North America: Smart TV (4K UHD TV) Market: Sales Value (in Billion US\$), 2018-2023
- Figure 16: North America: Smart TV (HD TV) Market: Sales Value (in Billion US\$), 2018-2023
- Figure 17: North America: Smart TV (Full HD TV) Market: Sales Value (in Billion US\$), 2018-2023
- Figure 18: North America: Smart TV (8K TV) Market: Sales Value (in Billion US\$), 2018-2023
- Figure 19: North America: Smart TV Market: Breakup by Screen Size (in %), 2023
- Figure 20: North America: Smart TV (Below 32 Inches) Market: Sales Value (in Billion US\$), 2018-2023
- Figure 21: North America: Smart TV (32 to 45 Inches) Market: Sales Value (in Billion US\$), 2018-2023
- Figure 22: North America: Smart TV (46 to 55 Inches) Market: Sales Value (in Billion US\$), 2018-2023
- Figure 23: North America: Smart TV (56 to 65 Inches) Market: Sales Value (in Billion US\$), 2018-2023
- Figure 24: North America: Smart TV (Above 65 Inches) Market: Sales Value (in Billion US\$), 2018-2023
- Figure 25: North America: Smart TV Market: Breakup by Screen Type (in %), 2023

Figure 26: North America: Smart TV (Flat) Market: Sales Value (in Billion US\$), 2018-2023

Figure 27: North America: Smart TV (Curved) Market: Sales Value (in Billion US\$), 2018-2023

Figure 28: North America: Smart TV Market: Breakup by Technology (in %), 2023

Figure 29: North America: Smart TV (LCD - Liquid Crystal Display) Market: Sales Value (in Billion US\$), 2018-2023

Figure 30: North America: Smart TV (LED - Light Emitting Diode) Market: Sales Value (in Billion US\$), 2018-2023

Figure 31: North America: Smart TV (OLED - Organic Light Emitting Diode) Market: Sales Value (in Billion US\$), 2018-2023

Figure 32: North America: Smart TV (QLED - Quantum Dot Light Emitting Diode) Market: Sales Value (in Billion US\$), 2018-2023

Figure 33: North America: Smart TV Market: Breakup by Platform (in %), 2023

Figure 34: North America: Smart TV (Android) Market: Sales Value (in Billion US\$), 2018-2023

Figure 35: North America: Smart TV (Roku) Market: Sales Value (in Billion US\$), 2018-2023

Figure 36: North America: Smart TV (WebOS) Market: Sales Value (in Billion US\$), 2018-2023

Figure 37: North America: Smart TV (Tizen OS) Market: Sales Value (in Billion US\$), 2018-2023

Figure 38: North America: Smart TV (iOS) Market: Sales Value (in Billion US\$), 2018-2023

Figure 39: North America: Smart TV (MyHomeScreen) Market: Sales Value (in Billion US\$), 2018-2023

Figure 40: North America: Smart TV (Other Platforms) Market: Sales Value (in Billion US\$), 2018-2023

Figure 41: North America: Smart TV Market: Breakup by Distribution Channel (in %), 2023

Figure 42: North America: Smart TV Market: Online Sales (in Billion US\$), 2018-2023

Figure 43: North America: Smart TV Market: Offline Sales (in Billion US\$), 2018-2023

Figure 44: North America: Smart TV Market: Breakup by Application (in %), 2023

Figure 45: North America: Smart TV (Residential) Market: Sales Value (in Billion US\$), 2018-2023

Figure 46: North America: Smart TV (Commercial) Market: Sales Value (in Billion US\$), 2018-2023

Figure 47: North America: Smart TV Market: Breakup by Country (in %), 2023

Figure 48: United States: Smart TV Market: Sales Value (in Billion US\$), 2018-2023

Figure 49: United States: Smart TV Market: Breakup by Resolution Type (in %), 2023

Figure 50: United States: Smart TV Market: Breakup by Screen Size (in %), 2023

Figure 51: United States: Smart TV Market: Breakup by Screen Type (in %), 2023

Figure 52: United States: Smart TV Market: Breakup by Technology (in %), 2023

Figure 53: United States: Smart TV Market: Breakup by Platform (in %), 2023

Figure 54: United States: Smart TV Market: Breakup by Distribution Channel (in %), 2023

Figure 55: United States: Smart TV Market: Breakup by Application (in %), 2023

Figure 56: Canada: Smart TV Market: Sales Value (in Billion US\$), 2018-2023

Figure 57: Canada: Smart TV Market: Breakup by Resolution Type (in %), 2023

Figure 58: Canada: Smart TV Market: Breakup by Screen Size (in %), 2023

Figure 59: Canada: Smart TV Market: Breakup by Screen Type (in %), 2023

Figure 60: Canada: Smart TV Market: Breakup by Technology (in %), 2023

Figure 61: Canada: Smart TV Market: Breakup by Platform (in %), 2023

Figure 62: Canada: Smart TV Market: Breakup by Distribution Channel (in %), 2023

Figure 63: Canada: Smart TV Market: Breakup by Application (in %), 2023

Figure 64: Mexico: Smart TV Market: Sales Value (in Billion US\$), 2018-2023

Figure 65: Mexico: Smart TV Market: Breakup by Resolution Type (in %), 2023

Figure 66: Mexico: Smart TV Market: Breakup by Screen Size (in %), 2023

Figure 67: Mexico: Smart TV Market: Breakup by Screen Type (in %), 2023

Figure 68: Mexico: Smart TV Market: Breakup by Technology (in %), 2023

Figure 69: Mexico: Smart TV Market: Breakup by Platform (in %), 2023

Figure 70: Mexico: Smart TV Market: Breakup by Distribution Channel (in %), 2023

Figure 71: Mexico: Smart TV Market: Breakup by Application (in %), 2023

Figure 72: North America: Smart TV Industry: SWOT Analysis

Figure 73: North America: Smart TV Industry: Value Chain Analysis

Figure 74: North America: Smart TV Industry: Porter's Five Forces Analysis

I would like to order

Product name: North America Smart TV Market Report by Resolution Type (4K UHD TV, HD TV, Full HD TV, 8K TV), Screen Size (Below 32 Inches, 32 to 45 Inches, 46 to 55 Inches, 56 to 65 Inches, Above 65 Inches), Screen Type (Flat, Curved), Technology (LCD (Liquid Crystal Display), LED (Light Emitting Diode), OLED (Organic Light Emitting Diode), QLED (Quantum Dot Light Emitting Diode)), Platform (Android, Roku, WebOS, Tizen OS, iOS, MyHomeScreen, and Others), Distribution Channel (Offline, Online), Application (Residential, Commercial), and Country 2024-2032

Product link: <https://marketpublishers.com/r/N2CE021D7166EN.html>

Price: US\$ 3,699.00 (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/N2CE021D7166EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970