

# **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**

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## **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?
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9. What is the breakup of the North America smart TV market based on platform?
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