

# LAMEA Smart TV Market Analysis (2017-2023)

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## Abstracts

The Latin America, Middle East and Africa Smart TV Market would witness market growth of 8.9% CAGR during the forecast period (2017 – 2023). Consumer preferences towards online content, due to seamless high-speed internet connectivity in most parts of the world are driving the growth of smart TV market. Increased popularity of smart TVs has had a significant impact on cable TV market, as well as the set-top-box and the conventional television platforms, especially in the developed countries. However, the demand for online streaming has allowed service providers to look at Over the Top (OTT) space and distribute content via the Internet opportunities.

Based on Resolution, the market report segments the market into HDTV, Full HDTV, 4K UHD, and Others. Based on Screen Type, the Latin America, Middle East and Africa Smart TV market segments the market into Curved and Flat. Based on Screen Size, the market report segments the market into Below 32 inches, 32 to 45 inches, 46 to 55 inches, 56 to 65 inches, and Above 65 inches. Based on Countries, the Latin America, Middle East and Africa Smart TV market segments the market into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the competition analysis of key stake holders of the Latin America, Middle East and Africa Smart TV Market. Key companies profiled in the report include Haier Group Corporation, Videocon Industries Limited, LG Electronics, Inc., Panasonic Corporation, Samsung Electronics Co. Ltd., Sony Corporation, Toshiba Corporation, LeEco, Koninklijke Philips N.V., and Sansui Electric Co. Ltd.

## Contents

Smart TV Market to reach a market in Latin America, Middle East and Africa is expected to register a CAGR of 8.9% during the forecast period (2017 – 2023) – KBV Research

According to a new report Latin America, Middle East and Africa Smart TV Market, published by KBV research, the Latin America, Middle East and Africa Smart TV Market would witness market growth of 8.9% CAGR during the forecast period (2017 – 2023).

The Brazil market holds the largest market share in LAMEA Curved Smart TV Market by Country in 2016, and would continue to be a dominant market till 2023; growing at a CAGR of 12.5 % during the forecast period. The Argentina market is expected to witness a CAGR of 14% during (2017 - 2023). Additionally, The UAE market is expected to witness a CAGR of 11.9% during (2017 - 2023).

The 46 to 55 inches market holds the largest market share in LAMEA Smart TV Market by Screen Size in 2016, and would continue to be a dominant market till 2023; growing at a CAGR of 9.1 % during the forecast period. The 32 to 45 inches market is expected to witness a CAGR of 9.3% during (2017 - 2023). Additionally, the 56 to 65 inches market is expected to witness highest CAGR of 9.5% during (2017 - 2023).

The HDTV market holds the largest market share in Nigeria Smart TV Market by Resolution in 2016, and would continue to be a dominant market till 2023. The Full HDTV market is expected to witness a CAGR of 11.2% during (2017 - 2023). Additionally, the 4K UHD market would attain market value of \$203.5 million by 2023.

The market research report has exhaustive quantitative insights providing a clear picture of the market potential in various segments across the countries in the region. The key impacting factors of the Latin America, Middle East and Africa Smart TV Market have been discussed in the report with the elaborated company profiles of Haier Group Corporation, Videocon Industries Limited, LG Electronics, Inc., Panasonic Corporation, Samsung Electronics Co. Ltd., Sony Corporation, Toshiba Corporation, LeEco, Koninklijke Philips N.V., and Sansui Electric Co. Ltd.

Latin America, Middle East and Africa Smart TV Market Segmentation

By Resolution

HDTV

Full HDTV

4K UHD

Others

#### By Screen Type

Curved

Flat

#### By Screen Size

Below 32 inches

32 to 45 inches

46 to 55 inches

56 to 65 inches

Above 65 inches

#### By Country

Brazil Smart TV Market

Argentina Smart TV Market

UAE Smart TV Market

Saudi Arabia Smart TV Market

South Africa Smart TV Market

Nigeria Smart TV Market

Rest of Latin America, Middle East and Africa Smart TV Market

### Companies Profiled

Haier Group Corporation

Videocon Industries Limited

LG Electronics, Inc.

Panasonic Corporation

Samsung Electronics Co. Ltd.

Sony Corporation

Toshiba Corporation

LeEco

Koninklijke Philips N.V.

Sansui Electric Co. Ltd.

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