

North America Streaming Devices Market By Product Type (Hardware and Software), By Sales Channel (Offline and Online), By Price Range (Mid & Low and High), By Application (TV, Gaming Consoles and Others), By End User (Residential and Commercial), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The North America Streaming Devices Market would witness market growth of 12.4% CAGR during the forecast period (2020-2026).

Streaming media devices is beneficial in viewing and browsing content on video-sharing portals like Prime Video, Netflix, Hulu, and YouTube. They permit on-demand or real-time presentation as well as the dispersal of video, audio, and multimedia content from the communication channel. Furthermore, these devices also offer the users complete control to rewind, pause, or move forward in the stream even without downloading the complete file. As a substantial part of the population is now shifting from cable television (TV) to streaming services for entertainment, the demand for streaming media devices is growing around the world.

One of the important factors responsible for strengthening the streaming media devices in the market is the increasing preference for online streaming services all across the world. This can be ascribed to growing internet penetration and the expansion of high-speed communication infrastructure, mainly in emerging economies. Moreover, the rising library of online streaming services, in addition to inflating rates of satellite pay-TV and cable, is accelerating the demand for streaming media devices across the globe. Additionally, both small and large companies worldwide are employing online meeting

services, it is that is supplementary in supporting the sales of these streaming devices. These services are also helpful in creating a flexible and cost-effective working environment, thus reducing the overall capital expenditure and travel expenditures that are involved in directing face-to-face meetings. Additionally, manufacturers are also financing research and development activities to present upgraded streaming devices that are leveraged with higher resolutions like 8K.

Based on Product Type, the market is segmented into Hardware and Software. Based on Sales Channel, the market is segmented into Offline and Online. Based on Price Range, the market is segmented into Mid & Low and High. Based on Application, the market is segmented into TV, Gaming Consoles and Others. Based on End User, the market is segmented into Residential and Commercial. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Google, Inc., Sony Corporation, Amazon.com, Inc., Logitech International S.A., Nvidia Corporation, Roku, Inc., Xiaomi Corporation, Apple, Inc., Humax Holdings Co., Ltd., and Matricom LLC.

Scope of the Study

Market Segmentation:

By Product Type

Hardware

Software

By Sales Channel

Offline

Online

By Price Range

Mid & Low

High

By Application

TV

Gaming Consoles

Others

By End User

Residential

Commercial

By Country

US

Canada

Mexico

Rest of North America

Companies Profiled

Google, Inc.

Sony Corporation

Amazon.com, Inc.

Logitech International S.A.

Nvidia Corporation

Roku, Inc.

Xiaomi Corporation

Apple, Inc.

Humax Holdings Co., Ltd.

Matricom LLC

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