

Global Casting Devices Market - Forecast from 2026 to 2031

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Abstracts

Global Casting Devices Market, with a 11.66% CAGR, is projected to increase from USD 368.404 million in 2025 to USD 713.996 million in 2031.

Casting devices—hardware dongles and integrated software solutions that enable wireless screen mirroring and media streaming from mobile devices or computers to larger displays—have become central to modern home entertainment ecosystems. Leading platforms include Google Chromecast, Amazon Fire TV Stick, Roku Streaming Stick, and Apple TV, all leveraging Wi-Fi Direct, Miracast, AirPlay, or proprietary protocols to deliver low-latency 4K/HDR content from smartphones, tablets, and laptops to televisions and projectors. The market is experiencing sustained expansion as smart TV penetration exceeds 70 % globally and consumers increasingly favor over-the-top (OTT) streaming over traditional pay-TV.

Core Growth Drivers

1. Smart TV proliferation and feature convergence Smart TVs now dominate new sales, with 2024 shipments surpassing 230 million units worldwide (OMDIA, 2025). Built-in casting protocols (Google Cast, AirPlay 2) and voice-assistant integration (Alexa, Google Assistant, Siri) eliminate the need for external dongles in premium tiers, while budget and mid-range models continue to drive aftermarket dongle demand. Motion/gesture recognition and far-field voice control further enhance user experience and advertiser reach.
2. Boom in video-on-demand and OTT services Global SVOD subscriptions reached 1.8 billion in 2024, with Netflix, Disney+, Amazon Prime Video, and regional players expanding 4K/HDR libraries (Digital TV Research, 2025). Consumers increasingly

“cast” from mobile-first apps to living-room screens, favoring seamless protocols over wired connections. Rising broadband penetration (>60 % households globally) and affordable 4K streaming devices sustain double-digit unit growth.

3. Technological enhancements Introduction of Wi-Fi 6/6E and 8K-capable dongles, AV1 codec support for lower bandwidth 4K streaming, and integrated gaming features (Google Stadia legacy, Amazon Luna, Xbox Cloud Gaming) continue to refresh the category. Voice-first interfaces and universal search aggregation further differentiate premium devices.

Regional Dynamics

North America maintains leadership with approximately 38 % revenue share in 2024 (Statista, 2025), driven by:

- Highest per-capita OTT spend (USD 70+ annually)

- Early adoption of 4K/HDR and spatial audio

- Aggressive bundling by operators (Roku Channel, Amazon Channels) and retailers

- Tech-savvy consumer base and mature smart-home ecosystems

Asia-Pacific is the fastest-growing region (CAGR >18 % through 2031), propelled by explosive smart TV shipments in India, Indonesia, and Vietnam, coupled with localized content surges on Hotstar, iQIYI, and Viu.

Market Restraints

Quality-related concerns—particularly screen-mirroring latency, intermittent connectivity, and protocol fragmentation—remain barriers to universal adoption. While Google Cast and AirPlay 2 deliver sub-100 ms latency in optimal conditions, real-world performance varies with network congestion and device interoperability, prompting some users to retain wired solutions for critical applications (gaming, presentations).

The casting devices market has matured into a dual-structure ecosystem: integrated smart-TV platforms dominate premium households, while low-cost external dongles

(sub-USD 50) continue capturing price-sensitive and secondary-screen use cases. North America's combination of high disposable income, robust broadband, and content abundance ensures continued revenue leadership, while Asia-Pacific's volume surge will drive unit growth. Manufacturers succeeding in low-latency 4K/60 fps streaming, universal app compatibility, and privacy-first local processing will command premium positioning as consumers consolidate entertainment around large-screen, mobile-first experiences.

Key Benefits of this Report:

Insightful Analysis: Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

Competitive Landscape: Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

Market Drivers & Future Trends: Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

Actionable Recommendations: Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

Caters to a Wide Audience: Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

Global Casting Devices Market is analyzed into the following segments:

By Operating System

Android

iOS

Windows

By Connectivity

Wired

Wireless

By Application

Gaming Console

Media Streamers

Smart TVs

Smartphone

Others

By End-User

Residential

Commercial

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Taiwan

Others

Contents

1. EXECUTIVE SUMMARY

2. MARKET SNAPSHOT

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

3. BUSINESS LANDSCAPE

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

4. TECHNOLOGICAL OUTLOOK

5. GLOBAL CASTING DEVICES MARKET BY OPERATING SYSTEM

- 5.1. Introduction
- 5.2. Android
- 5.3. IOS
- 5.4. Windows

6. GLOBAL CASTING DEVICES MARKET BY CONNECTIVITY

- 6.1. Introduction
- 6.2. Wired
- 6.3. Wireless

7. GLOBAL CASTING DEVICES MARKET BY APPLICATION

- 7.1. Introduction

- 7.2. Gaming Console
- 7.3. Media Streamers
- 7.4. Smart TVs
- 7.5. Smartphone
- 7.6. Others

8. GLOBAL CASTING DEVICES MARKET BY END-USER

- 8.1. Introduction
- 8.2. Residential
- 8.3. Commercial

9. GLOBAL CASTING DEVICES MARKET BY GEOGRAPHY

- 9.1. Introduction
- 9.2. North America
 - 9.2.1. USA
 - 9.2.2. Canada
 - 9.2.3. Mexico
- 9.3. South America
 - 9.3.1. Brazil
 - 9.3.2. Argentina
 - 9.3.3. Others
- 9.4. Europe
 - 9.4.1. Germany
 - 9.4.2. France
 - 9.4.3. United Kingdom
 - 9.4.4. Spain
 - 9.4.5. Others
- 9.5. Middle East and Africa
 - 9.5.1. Saudi Arabia
 - 9.5.2. UAE
 - 9.5.3. Israel
 - 9.5.4. Others
- 9.6. Asia Pacific
 - 9.6.1. China
 - 9.6.2. India
 - 9.6.3. Japan
 - 9.6.4. South Korea

- 9.6.5. Indonesia
- 9.6.6. Taiwan
- 9.6.7. Others

10. COMPETITIVE ENVIRONMENT AND ANALYSIS

- 10.1. Major Players and Strategy Analysis
- 10.2. Market Share Analysis
- 10.3. Mergers, Acquisitions, Agreements, and Collaborations
- 10.4. Competitive Dashboard

11. COMPANY PROFILES

- 11.1. Google Inc
- 11.2. Roku Inc.
- 11.3. Apple Inc.
- 11.4. Amazon Inc.
- 11.5. Microsoft Corporation
- 11.6. Nomadix Inc. (ASSA ABLOY Group)
- 11.7. EZCast
- 11.8. ViewSonic
- 11.9. Mersive Technologies
- 11.10. ELMO USA Corp.

12. APPENDIX

- 12.1. Currency
- 12.2. Assumptions
- 12.3. Base and Forecast Years Timeline
- 12.4. Key Benefits for the Stakeholders
- 12.5. Research Methodology
- 12.6. Abbreviations

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