

# 2018-2023 Global Set-Top Box Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Set-Top Box market for 2018-2023.

A set-top box (STB) or set-top unit (STU) (one type also colloquially known as a cable box) is an information appliance device that generally contains a TV-tuner input and displays output to a television set and an external source of signal, turning the source signal into content in a form that can then be displayed on the television screen or other display device. They are used in cable television, satellite television, and over-the-air television systems, as well as other uses.

The Set-Top Box (STB) industry was 21183.57 million USD in 2016 and is projected to reach USD 23508.98 million USD by 2022, at a CAGR (Compounded Annual Growth Rate) of 1.75% between 2016 and 2022. Factors, such as a compliance with the stringent regulations mandating the digitization of cable TV and the subsequent migrations toward digital TV from analog TV, have increased the global demand for set top boxes.

The industry is not concentration, the key brand include Arris (Pace), Technicolor (Cisco), Apple, Echostar, Humax, Sagemcom, Samsung, Roku, Skyworth Digital, Huawei, Jiuzhou, Coship, Changhong, Unionman, Yinhe, ZTE, Hisense and so on. With an increase in the disposable income and the emerging middle-class population, the demand for media-rich home entertainment services is increasing among the consumers. With the growing demand for interactive digital entertainment services, the set top box industry is expected to present significant innovative and new revenue generation opportunities in the near future.

Over the next five years, LPI(LP Information) projects that Set-Top Box will register a

xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Set-Top Box market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Digital Cable

Satellite Digital

Terrestrial Digital

IPTV

Other

Segmentation by application:

Residential Use

Commercial Use

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

Spain

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Arris (Pace)

Technicolor (Cisco)

Apple

Echostar

Humax

Sagemcom

Samsung

Roku

Skyworth Digital

Huawei

Jiuzhou

Coship

Changhong

Unionman

Yinhe

ZTE

Hisense

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Set-Top Box consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Set-Top Box market by identifying its various subsegments.

Focuses on the key global Set-Top Box manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Set-Top Box with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Set-Top Box submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their

growth strategies.

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