

Global 120Hz TV Market Growth 2026-2032

<https://marketpublishers.com/r/G449CA936149EN.html>

Date: September 2026

Pages: 118

Price: US\$ 3,660.00 (Single User License)

ID: G449CA936149EN

Abstracts

The global 120Hz TV market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of %from 2026 to 2032.

120Hz TV refers to a television set that displays video content at a frequency of 120Hz, which is twice the standard NTSC television frequency of 60Hz. This higher refresh rate allows for smoother and more fluid motion on the screen, resulting in a better viewing experience for viewers. This technology is particularly advantageous for displaying high-definition (HD) and ultra-high definition (UHD) content, which typically features higher levels of motion content.

The industry trend for 120Hz TVs is increasing as more consumers seek improved video playback quality with enhanced motion handling capabilities. This technology is becoming increasingly popular with gamers as well, who appreciate the smoother gameplay experience that a higher refresh rate provides. Additionally, manufacturers are continuously innovating and improving 120Hz TVs with features such as faster response times, improved color accuracy, and enhanced picture quality, which are driving the trend further.

LP Information, Inc. (LPI) ' newest research report, the "120Hz TV Industry Forecast" looks at past sales and reviews total world 120Hz TV sales in 2025, providing a comprehensive analysis by region and market sector of projected 120Hz TV sales for 2026 through 2032. With 120Hz TV sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world 120Hz TV industry.

This Insight Report provides a comprehensive analysis of the global 120Hz TV landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report

also analyzes the strategies of leading global companies with a focus on 120Hz TV portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global 120Hz TV market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for 120Hz TV and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global 120Hz TV.

This report presents a comprehensive overview, market shares, and growth opportunities of 120Hz TV market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Straight Screen

Curved Screen

Segmentation by Application:

Commercial Use

Private Use

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Samsung

TCL

LG

Hisense

Skyworth

Sony

Phillips

Xiaomi

Sharp

Panasonic

Changhong

Haier

Konka

Toshiba

Key Questions Addressed in this Report

What is the 10-year outlook for the global 120Hz TV market?

What factors are driving 120Hz TV market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do 120Hz TV market opportunities vary by end market size?

How does 120Hz TV break out by Type, by Application?

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