

Global Android TV Market Growth 2025-2031

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Abstracts

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The global Android TV market size is predicted to grow from US\$ 60550 million in 2025 to US\$ 71470 million in 2031; it is expected to grow at a CAGR of 2.8% from 2025 to 2031.

Android TV is a version of the Android operating system designed for digital media players, set-top boxes, sandbars, and TVs and developed by Google. Serving as a replacement for Google TV, it features a user interface designed around content discovery and voice search, surfacing content aggregated from various media apps and services, and integration with other recent Google technologies such as Assistant, Cast, and Knowledge Graph.

The market is concentrated. Top 10 manufacturers accounted for 86.25% market share. Most of these manufacturers located in China.

LP Information, Inc. (LPI) ' newest research report, the "Android TV Industry Forecast" looks at past sales and reviews total world Android TV sales in 2024, providing a comprehensive analysis by region and market sector of projected Android TV sales for 2025 through 2031. With Android TV sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Android TV industry.

This Insight Report provides a comprehensive analysis of the global Android 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 Android TV portfolios and capabilities, market entry strategies, market positions, and geographic

footprints, to better understand these firms' unique position in an accelerating global Android TV market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Android 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 Android TV.

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

Segmentation by Type:

32 inch

40 inch

42 inch

55 inch

?60 inch

Segmentation by Application:

Family

Public

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.

TCL

Hisense

Sony

Skyworth

Foxconn(Sharp)

Xiaomi

Haier

Panasonic

Changhong

Konka

TOSHIBA

Key Questions Addressed in this Report

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

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

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

How do Android TV market opportunities vary by end market size?

How does Android TV break out by Type, by Application?

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