

Global Connected TV Market Growth 2025-2031

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Abstracts

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

United States market for Connected TV is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Connected TV is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Connected TV is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Connected TV players cover Samsung Electronics, LG Electronics, Sony, Panasonic, Sharp, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

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

This Insight Report provides a comprehensive analysis of the global Connected 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 Connected TV portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Connected TV market.

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

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

Segmentation by Type:

50 Inch Connected TV

32 Inch Connected TV

42 Inch Connected TV

55 Inch Connected TV

39 Inch Connected TV

40 Inch Connected TV

48 Inch Connected TV

46 Inch Connected TV

60 Inch Connected TV

Others

Segmentation by Application:

Entertainment

Education

Home Use

Others

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 Electronics

LG Electronics

Sony

Panasonic

Sharp

Vizio

Toshiba

Hisense

TCL

Skyworth

ChangHong

KONKA

Letv

Philips

Key Questions Addressed in this Report

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

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

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

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

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

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