

Global Direct Illumination-type LED Backlight TV Market Growth 2026-2032

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Abstracts

The global Direct Illumination-type LED Backlight TV market size is predicted to grow from US\$ 1003 million in 2025 to US\$ 1277 million in 2032; it is expected to grow at a CAGR of 3.2% from 2026 to 2032.

In 2025, global production of direct-lit LED backlit TVs reached 1.8639 million units, with an average selling price of US\$550 per unit. The global annual production capacity of direct-lit LED backlit TVs is approximately 3 million units, with a gross profit margin of approximately 22.8%. Direct-lit LED backlit TVs are LCD TVs that place LED chips directly behind the display panel as a single backlight area, achieving localized dimming through zoned light control to enhance contrast and detail in dark areas. The upstream of the direct-lit LED backlit TV industry chain includes LED backlight strips, chips, display panels, and packaging materials; the midstream consists of direct-lit LED backlit TV manufacturers; and the downstream primarily serves commercial and private applications.

United States market for Direct Illumination-type LED Backlight TV is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Direct Illumination-type LED Backlight TV is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Direct Illumination-type LED Backlight TV is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Direct Illumination-type LED Backlight TV players cover Samsung, TCL, LG, Hisense, Skyworth, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Direct Illumination-type LED Backlight 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 Direct Illumination-type LED Backlight TV.

This report presents a comprehensive overview, market shares, and growth opportunities of Direct Illumination-type LED Backlight TV market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Below 52 Inches

52 ? 65 Inches

Above 65 Inches

Segmentation by Local Dimming:

Low-Zone Direct-Lit

Medium-Zone Direct-Lit

High-Zone Direct-Lit

Segmentation by Thickness:

Ultra-Thin Direct-Lit

Regular Thickness Direct-Lit

Large Size Direct-Lit

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

Changhong

Haier

Vizio

Konka

Toshiba

Shenzhen Mtc

HUAWEI

Key Questions Addressed in this Report

What is the 10-year outlook for the global Direct Illumination-type LED Backlight TV market?

What factors are driving Direct Illumination-type LED Backlight TV market growth, globally and by region?

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

How do Direct Illumination-type LED Backlight TV market opportunities vary by end market size?

How does Direct Illumination-type LED Backlight TV break out by Type, by Application?

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