

Global Direct-Lit LED-Backlit LCD TV Market Growth 2026-2032

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Abstracts

The global Direct-Lit LED-Backlit LCD 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, the global production volume of Direct-Lit LED-backlit LCD TVs is projected to reach 1.8639 million units, with an average selling price of \$550 per unit. A Direct-Lit LED-backlit LCD TV is defined as a television in which one or more rows of LED lights are positioned directly behind the LCD panel to serve as the backlight source, with image display achieved through the modulation of the backlight's brightness. Compared to edge-lit backlighting (Side LED), the direct-lit configuration typically delivers more uniform brightness and facilitates the implementation of zone dimming?also known as local dimming (e.g., 'Full Array Local Dimming')?thereby enhancing contrast and improving dark-scene performance. The upstream segment of the Direct-Lit LED-backlit LCD TV industry chain comprises components such as LED backlight strips, LED chips, display panels, and packaging materials; the midstream segment consists of the manufacturers of these televisions; and the downstream segment primarily encompasses commercial and private end-use applications.

United States market for Direct-Lit LED-Backlit LCD 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-Lit LED-Backlit LCD 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-Lit LED-Backlit LCD 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-Lit LED-Backlit LCD 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-Lit LED-Backlit LCD TV Industry Forecast" looks at past sales and reviews total world Direct-Lit LED-Backlit LCD TV sales in 2025, providing a comprehensive analysis by region and market sector of projected Direct-Lit LED-Backlit LCD TV sales for 2026 through 2032. With Direct-Lit LED-Backlit LCD TV sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Direct-Lit LED-Backlit LCD TV industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Direct-Lit LED-Backlit LCD 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-Lit LED-Backlit LCD TV.

This report presents a comprehensive overview, market shares, and growth opportunities of Direct-Lit LED-Backlit LCD 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

Panasonic

Key Questions Addressed in this Report

What is the 10-year outlook for the global Direct-Lit LED-Backlit LCD TV market?

What factors are driving Direct-Lit LED-Backlit LCD TV market growth, globally and by region?

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

How do Direct-Lit LED-Backlit LCD TV market opportunities vary by end market size?

How does Direct-Lit LED-Backlit LCD TV break out by Type, by Application?

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