

Global Teleshopping Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Teleshopping market size is predicted to grow from US\$ 21230 million in 2025 to US\$ 19080 million in 2031; it is expected to grow at a CAGR of -1.8% from 2025 to 2031.

Teleshopping means buying goods and services by telephone or via the internet. It does not involve correspondence and personal visits. The seller prepares a short advertising film which is shown on television screen. It gives a full demonstration of the working of the product along with a list of contact phone numbers in every city. People who feel convinced of the utility of the demonstrated product contact the seller on telephone and place orders. Goods are delivered to buyers through courier or value payable post (v.p.p.). The main advantage of teleshopping is convenience for the customer. The customer can purchase the product without visiting the seller. This saves valuable time, effort and money. Customers can make payment through their credit cards. Asian Sky Shop, Telebrands are examples of companies which provide teleshopping facilities in India. Computer systems have made it easier by playing recorded messages and then record the information given by customers. Teleshopping, however, does not offer the opportunity to the customer to examine the product before buying. Computerised systems used in teleshopping are expensive.

Key companies in global teleshopping include QVC, Jupiter Shop Channel, HSE24, etc. The largest company is QVC, with 54% market share. In terms of product categories, they include household, beauty and wellness, and consumer electronics, with household holding the largest market share at 32%. In terms of the age of its customers, ages 30-49 holds 47% of the market share, and 50 years old and above

holds 46% of the share.

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

This Insight Report provides a comprehensive analysis of the global Teleshopping landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Teleshopping portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Teleshopping market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Teleshopping and breaks down the forecast by Type, by Age Group, 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 Teleshopping.

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

Segmentation by Type:

Home

Beauty and Wellness

Consumer Electronic

Apparel and Accessories

Jewelry and Watches

Others

Segmentation by Age Group:

Ages 50+

Ages 30-49

Ages 30-

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 analyzing the company's coverage, product portfolio, its market penetration.

QVC

Jupiter Shop Channel

HSE24

ShopHQ (iMedia Brands)

Vaibhav Global Limited (VGL)

Jewelry Television

Ideal Shopping Direct Limited

JML Direct

AVC (America's Value Channel)

Gem Shopping Network Inc.

High Street TV (Group) Limited

Hochanda Global Limited

Happigo

Jiangxi Fashion TV Shopping

OCJ

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