

# Global Televisions Market Growth 2025-2031

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## Abstracts

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The global Televisions market size is predicted to grow from US\$ 126940 million in 2025 to US\$ 147120 million in 2031; it is expected to grow at a CAGR of 2.5% from 2025 to 2031.

Television (TV), sometimes shortened to tele or telly, is a telecommunication medium used for transmitting moving images in monochrome (black and white), or in color, and in two or three dimensions and sound. The term can refer to a television set, a television show, or the medium of television transmission.

Samsung, TCL and LG are the top 3 manufacturers of Televisions, with about 47% market shares.

The driving factors of the TV market are complex and diverse, involving technological progress, changes in consumer demand, market competition, policies and regulations, and coordinated development of the industrial chain. The following is a detailed analysis of these driving factors:

### Technological progress

Technological progress is the core driving force for the development of the TV market. With the continuous innovation in display technology, projection technology, image processing technology and other fields, the picture quality, color, contrast and other aspects of TV products have been significantly improved, providing users with a more realistic visual experience. For example, the continuous development and iteration of new display technologies such as OLED, QD-OLED, Mini LED, quantum dots and laser TV have brought the picture quality of TV products to a new height, and can also

integrate more new functions, such as ultra-high-definition picture quality, HDR, high refresh rate, etc., to meet consumers' ever-increasing requirements for TV products.

### Changes in consumer demand

Changes in consumer demand are also an important factor driving the development of the TV market. With the improvement of the quality of life, consumers' demand for TV products is also changing. In addition to the basic audio-visual experience, consumers are beginning to pay more attention to the intelligence, customization, and environmental protection performance of products. They pursue a clearer and smoother audio-visual experience, as well as a more convenient and intelligent operation method. Therefore, color TV companies need to continuously carry out technological innovation and product upgrades to meet the diverse needs of consumers.

### Market competition pattern

The impact of changes in the market competition pattern on the TV market cannot be ignored. The color TV industry is highly competitive, and major well-known brands are competing fiercely in the market. Brand influence, product reputation, after-sales service and other aspects will affect consumer purchasing decisions. Therefore, companies need to establish a strong brand image, improve product quality and after-sales service level to gain market share. At the same time, companies also need to pay attention to the dynamics of competitors and adjust market strategies in a timely manner to maintain competitive advantages.

### Policies and regulations

The impact of policies and regulations on the TV market is mainly reflected in industry standards and entry barriers, tax policies and environmental protection policies. The industry standards and entry barriers issued by the government will directly affect the production and operation of enterprises. Enterprises need to comply with relevant laws and regulations, improve product quality, and ensure that products meet standard requirements. Tax policies have a direct impact on corporate profitability and cost structure. Color TV companies need to pay close attention to changes in tax policies, rationally plan tax planning, and reduce tax pressure. In addition, with the increasing requirements for environmental protection, color TV companies need to pay attention to changes in environmental protection policies, promote clean production, reduce environmental pollution, and enhance corporate image and sustainable development

capabilities.

### Coordinated development of the industrial chain

Coordinated development of the industrial chain is an important measure to promote the healthy development of the TV market. The industrial chain covers multiple links such as panels, chips, display technology, design and manufacturing, and each link is closely connected. Enterprises need to adjust the supply chain layout in a timely manner, strengthen partnerships, and achieve coordinated development of the industrial chain. By integrating resources and optimizing collaboration, the overall competitiveness and profitability of the industry can be improved. For example, measures such as establishing a stable raw material supply system, strengthening supplier management, optimizing production processes, and strengthening quality management can all help improve the overall efficiency of the industrial chain.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Televisions and breaks down the forecast by Size, 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 Televisions.

This report presents a comprehensive overview, market shares, and growth opportunities of Televisions market by product type, application, key manufacturers and

key regions and countries.

#### Segmentation by Size:

Under 40 Inches

40-50 Inches

51-60 Inches

61-70 Inches

Above 70 Inches

#### Segmentation by Application:

Residential

Commercial

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+AOC

Xiaomi

Sharp

Panasonic

Changhong

Haier

Vizio

Konka

Funai

## Key Questions Addressed in this Report

What is the 10-year outlook for the global Televisions market?

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

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

How do Televisions market opportunities vary by end market size?

How does Televisions break out by Size, by Application?

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