

# Global TV Market Growth 2024-2030

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## Abstracts

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According to our LPI (LP Information) latest study, the global TV market size was valued at US\$ million in 2023. With growing demand in downstream market, the TV is forecast to a readjusted size of US\$ million by 2030 with a CAGR of % during review period.

The research report highlights the growth potential of the global TV market. TV are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of TV. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the TV market.

Television (Television, TV, Video) refers to a device that uses electronic technology to transmit active picture pictures and audio signals, ie, a television receiver. It is also an important broadcast and video communication tool.

Samsung was the global greatest company in TV industry, with the market Share of 17% , followed by TCL, LG, Hisense, Skyworth, Sony, Phillips+AOC, MI, Sharp, Panasonic, Changhong, Haier, Vizio, Konka, Funai.

Key Features:

The report on TV market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the TV market. It may include historical data, market segmentation by

Type (e.g., Under 60 Inch, 60-70 Inch), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the TV market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the TV market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the TV industry. This include advancements in TV technology, TV new entrants, TV new investment, and other innovations that are shaping the future of TV.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the TV market. It includes factors influencing customer ' purchasing decisions, preferences for TV product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the TV market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting TV market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the TV market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the TV industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and

contribute to the growth and development of the TV market.

#### Market Segmentation:

TV market is split by Type and by Retail Channels. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Retail Channels in terms of volume and value.

#### Segmentation by type

Under 60 Inch

60-70 Inch

Above 70 Inch

#### Segmentation by retail channels

Hypermarket & Supermarket

Specialty Store

Online

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

Samsung

TCL

LG

Hisense

Skyworth

Sony

Phillips+AOC

MI

Sharp

Panasonic

Changhong

Haier

Vizio

Konka

Funai

Key Questions Addressed in this Report

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

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

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

How do TV market opportunities vary by end market size?

How does TV break out type, retail channels?

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