

Connected TV Market, Global Outlook and Forecast 2022-2028

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Abstracts

This report contains market size and forecasts of Connected TV in global, including the following market information:

Global Connected TV Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global Connected TV Market Sales, 2017-2022, 2023-2028, (K Units)

Global top five Connected TV companies in 2021 (%)

The global Connected TV market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

50 Inch Connected TV Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Connected TV include Samsung Electronics, LG Electronics, Sony, Panasonic, Sharp, Vizio, Toshiba, Hisense and TCL, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Connected TV manufacturers, suppliers, distributors and industry experts on this industry, involving the sales, revenue, demand, price change, product type, recent development and plan, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Connected TV Market, by Type, 2017-2022, 2023-2028 (\$ Millions) & (K Units)

Global Connected TV Market Segment Percentages, by Type, 2021 (%)

50 Inch Connected TV

32 Inch Connected TV

42 Inch Connected TV

55 Inch Connected TV

39 Inch Connected TV

40 Inch Connected TV

48 Inch Connected TV

46 Inch Connected TV

60 Inch Connected TV

Others

Global Connected TV Market, by Application, 2017-2022, 2023-2028 (\$ Millions) & (K Units)

Global Connected TV Market Segment Percentages, by Application, 2021 (%)

Entertainment

Education

Home Use

Others

Global Connected TV Market, By Region and Country, 2017-2022, 2023-2028 (\$
Millions) & (K Units)

Global Connected TV Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Connected TV revenues in global market, 2017-2022 (Estimated), (\$ millions)

Key companies Connected TV revenues share in global market, 2021 (%)

Key companies Connected TV sales in global market, 2017-2022 (Estimated), (K Units)

Key companies Connected TV sales share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Samsung Electronics

LG Electronics

Sony

Panasonic

Sharp

Vizio

Toshiba

Hisense

TCL

Skyworth

ChangHong

KONKA

Letv

Philips

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