

# **Connected Television (Tv) Market Outlook 2025-2034: Market Share, and Growth Analysis By Screen Type (Curved, Flat), By Platform Type (Android, Roku, Other Platforms), By Screen Size, By Distribution Channel, By End Use**

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## **Abstracts**

The Connected Television (Tv) Market is valued at USD 14.6 billion in 2025 and is projected to grow at a CAGR of 14.3% to reach USD 48.5 billion by 2034. The connected television (TV) market has experienced significant growth, driven by increasing consumer demand for smart devices and streaming content. Connected TVs combine traditional television functions with internet connectivity, enabling users to stream movies, access social media platforms, and download apps directly on their screens. This integration has transformed the way people consume entertainment, moving away from traditional broadcast schedules and toward on-demand content and personalized viewing experiences. As a result, the connected TV market has become a key player in the broader digital entertainment ecosystem. In addition to content flexibility, connected TVs have become a hub for home automation and smart device integration. Many models now support voice control and can act as central control points for other smart devices, such as lighting, thermostats, and security cameras. This convergence of entertainment and smart home technologies has made connected TVs a cornerstone of the modern digital lifestyle. Manufacturers are continuously improving user interfaces, expanding app ecosystems, and integrating new features, ensuring that connected TVs remain a top choice for tech-savvy consumers. The connected TV market also benefits from ongoing advancements in display technology. Innovations like 4K and 8K resolution, HDR (High Dynamic Range) support, and OLED panels have enhanced picture quality, further boosting consumer interest. Additionally, as internet speeds and connectivity options continue to improve, streaming services are delivering higher-quality content with minimal buffering, making the connected TV experience

increasingly seamless and enjoyable. With continuous innovation and rising consumer expectations, the connected TV market is poised for sustained growth in the coming years.

### Key Insights Connected Television (Tv) Market

Widespread adoption of 4K and 8K resolutions for enhanced viewing quality.

Increased integration of voice-controlled virtual assistants.

Growth of app ecosystems offering on-demand and niche streaming services.

Convergence of smart home features with connected TV functionalities.

Introduction of gaming-centric features, including cloud gaming platforms and high-refresh-rate displays.

Rising consumer demand for streaming services and on-demand content.

Growing internet penetration and availability of high-speed connections.

Improved affordability and accessibility of smart TV technology.

Continuous innovation in display and audio technologies.

Data privacy and security concerns related to connected devices.

Fragmentation of operating systems and platform compatibility issues.

Dependence on stable internet connections for optimal performance.

### Connected Television (Tv) Market Segmentation

#### By Screen Type

Curved

Flat

## By Platform Type

Android

Roku

Other Platforms

## By Screen Size

Less Than 30 Inches

30 Inches To 50 Inches

50 Inches To 70 Inches

Above 70 Inches

## By Distribution Channel

Company Owned Websites

Specialty Stores

Online Retailers

Other Channels

## By End Use

Residential

Commercial

## Key Companies Analysed

Apple Inc.

Samsung Electronics Co. Ltd.

Sony Corporation

Hitachi Ltd.

LG Electronics Inc.

Panasonic Corporation

Haier Group

Xiaomi Corporation

Toshiba Corporation

Koninklijke Philips N.V.

Sharp Corporation

TCL Technology Group Corporation

Westinghouse Electric Corporation

Hisense Visual Technology Co Ltd

Konka Group Co. Ltd.

JVC Kenwood Corporation

Vizio Inc.

OnePlus Technology (Shenzhen) Co. Ltd.

Bang & Olufsen A/S

Skyworth Digital Holdings Limited

Element Electronics Corporation

Pioneer Corporation

Insignia Systems Inc.

Sansui Electric Co. Ltd.

Leshi Internet Information & Technology Corp. Beijing

### Connected Television (Tv) Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

### Connected Television (Tv) Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

North America — Connected Television (Tv) market data and outlook to 2034

United States

Canada

Mexico

Europe — Connected Television (Tv) market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Connected Television (Tv) market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Connected Television (Tv) market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Connected Television (Tv) market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Connected Television (Tv) value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling

*Connected Television (Tv) Market Outlook 2025-2034: Market Share, and Growth Analysis By Screen Type (Curved,...*

techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

### Key Questions Addressed

What is the current and forecast market size of the Connected Television (Tv) industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

### Your Key Takeaways from the Connected Television (Tv) Market Report

Global Connected Television (Tv) market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Connected Television (Tv) trade, costs, and supply chains

Connected Television (Tv) market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Connected Television (Tv) market size, CAGR, and market share of key

products, applications, and end-user verticals, 2023-2034

Short- and long-term Connected Television (Tv) market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Connected Television (Tv) supply chain analysis

Connected Television (Tv) trade analysis, Connected Television (Tv) market price analysis, and Connected Television (Tv) supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Connected Television (Tv) market news and developments

#### Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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