

# Smart Television (TV) - Global Market Outlook (2020-2028)

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## Abstracts

According to Statistics MRC, the Global Smart Television (TV) Market is accounted for \$147.80 billion in 2020 and is expected to reach \$1,105.61 billion by 2028 growing at a CAGR of 28.6% during the forecast period. Some of the key factors propelling the market growth include increasing demand for smart TV's, technological advancements in TV resolution from HD towards 4K and higher, demand for web-enabled TV's, increasing usage of the internet, growing disposable income across emerging economies, and development of entertainment technologies. However, lack of high-speed internet penetration in emerging economies is likely to restraint the market.

Smart TV is basically a concurrence between computer and social TV which allows users to use all features presents in computers or smartphones. Smart TV offers various features such as internet accessibility, storage capacity, GPS system and other entertainment features such as games, music and other. Smart TV is integrated with internet connection which allows access to a number of popular websites including Netflix, YouTube, Amazon Prime and Hulu. In addition to this, smart TV is currently facing many technological transformations such as motion control. Adoption of smart TV by advertisement media is a key trend which is expected to lead smart TV generation to the next level.

By panel type, the quantum dot light emitting diode (QLED) segment is projected to be a significant-growing segment in the oil & gas pumps market, owing to increased adoption since it comprises of a variety of features which other panel types are unable to offer and the advent of QLED technology has led to a decline in LCD panel manufacturing. QLED panels work the same way as LED TVs. There is a backlight built from hundreds or thousands of LEDs that light the individual pixels. QLED improves on standard LED by employing nanoparticles (quantum dots) to supercharge the brightness and color of

these individual pixels. The result is a more vibrant color. QLED Alliance has been developed, which consists of Samsung, Hisense, and TCL, devoted to furthering the Quantum Dot cause. This is aiding in the market growth and helping in new product development.

On the basis of geography, the Asia Pacific region is expected to have considerable market growth during the forecast period, due to rise in the regional demand for 4K televisions as customers is choosing UHD TVs due to their sleek design and better image quality, increasing demand for smart TVs by end-users, and the emerging economies of India, China, and Japan. The rising demand for these sets has created opportunities for the content providers to deliver content in better resolution and recording facilities that can support 4K technology. China dominated the market, supported by the emergence of new entrants such as Hisense Co., Ltd. and TCL Corporation, who made the competition fierce for the major players. A few Chinese brands such as TCL Corporation have also entered the North American region, thereby ensuring a global coverage for these brands.

Some of the key players in Smart Television (TV) Market include Panasonic Corporation, Vizio Inc., Koninklijke Philips NV, TCL Corporation, Haier Group Corporation, Hitachi Ltd., Samsung Electronics Co. Ltd., Sony Corporation, LG Electronics, Inc., Insignia Systems Inc., Sansui Electric Co. Ltd., Apple Inc., Videocon Industries Limited, Toshiba Corporation, Hisense Group Co. Ltd., Skyworth Digital Holdings Co., Ltd., and Intex Technologies.

#### Screen Types Covered:

Curved Screen

Flat Screen

Foldable Screen

#### Refresh Rates Covered:

240Hz

120Hz

60Hz

Resolution Types Covered:

8K Television (TV)

High Definition Television (HDTV)

4K Ultra-High-Definition Television (UHD TV)

Full High Definition (HD) TV

720p

1080p

4K Television (TV)

Platforms Covered:

Tizen Operating System (OS)

Roku Television (TV)

iPhone Operating System (OS)

Android TV & Google TV

Web Operating System (OS)

MyHomeScreen

Fire Television (TV) (AMAZON)

Distribution Models Covered:

Offline

Online Stores

Indirect

Direct

#### Screen Sizes Covered:

Above 65 Inches

56 to 65 Inches

46 to 55 Inches

32 to 45 Inches

Below 32 Inches

#### Panel Types Covered:

Organic Light Emitting Diode (OLED)

Liquid Crystal Display (LCD)

Quantum Dot Light Emitting Diode (QLED)

Light Emitting Diode (LED)

Plasma Display Panel (PDP)

Surface-Conduction Electron-Emitter Display (SED)

#### Accessories Covered:

Television (TV) Camera

3D Glasses

wireless Local Area Network (LAN) Adaptor

Keypads

Gaming Devices/Play Stations

#### Technologies Covered:

Interface Design

Operating System

#### Applications Covered:

Public

Family

#### End Users Covered:

Office Purpose

Educational Purpose

Telecommunications

Life

Residential

Consumers

Enterprises

Commercial (Advertising)

Tool

News Reader

Transportation

Social Networking Services

#### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2019, 2020, 2021, 2025 and 2028

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic analysis: Drivers and Constraints, Product/Technology Analysis, Porter's five forces analysis, SWOT analysis, etc.

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

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SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)



## Competitive Benchmarking

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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