

4K TV Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Below 55 inches, 55 to 65 inches, above 65 Inch), By End-users (Household, Public), By Region & Competition, 2021-2031F

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Abstracts

The global 4K TV market is projected to expand significantly, growing from a valuation of USD 86.39 billion in 2025 to USD 146.41 billion by 2031, reflecting a compound annual growth rate of 9.19%. Defined by a resolution of 3840 by 2160 pixels, these televisions offer a pixel density four times greater than standard high-definition screens. The primary factors driving this market include the widespread availability of ultra-high-definition content across broadcasters and streaming platforms, which necessitates compatible hardware for the intended viewing experience. Furthermore, the gaming industry acts as a major catalyst, as modern consoles and personal computers require higher-resolution displays to maximize visual fidelity, encouraging consumers to upgrade their devices regardless of passing trends.

Conversely, a major obstacle hindering rapid expansion is the high level of market saturation in developed regions where household ownership is already extensive. This widespread adoption results in extended replacement cycles, as consumers see little reason to replace functioning units. To illustrate this depth of market penetration, the Consumer Technology Association reported that in 2024, 4K Ultra HD TVs were the dominant format in over 50 percent of U.S. households. Consequently, manufacturers struggle to sustain growth momentum in these established territories without resorting to significant price cuts or introducing breakthrough innovations.

Market Driver

Advancements in next-generation display technologies, such as OLED and QLED, are fundamentally reshaping the market by delivering superior visual fidelity that encourages consumer upgrades. These technologies offer wider color gamuts and deeper blacks compared to standard LCDs, allowing manufacturers to target the premium segment and differentiate their product lines. Highlighting this shift, Samsung Electronics noted in a February 2025 press release, marking its 19th consecutive year as the global TV market leader, that its OLED sales reached 1.44 million units in 2024, representing a substantial year-over-year increase. This surge underscores the growing consumer preference for high-specification panels over traditional entry-level models to fully utilize modern high-resolution content.

Simultaneously, there is a distinct shift toward larger screen sizes, driven by declining panel costs and a desire for immersive home theater experiences. As manufacturing efficiencies make massive displays more affordable, households are increasingly replacing smaller sets with units exceeding 75 inches. Reflecting this demand, TCL Electronics reported in a February 2025 press release that while overall 2024 TV shipments rose by 15 percent, shipments of TVs 75 inches and larger grew by 39.8 percent year-over-year. This upsizing trend significantly contributes to overall market volume, a fact further evidenced by Hisense, which announced in January 2025 that it secured the number two spot in global TV shipment share for the third straight year, achieving an 11.9 percent shipment increase in 2024.

Market Challenge

The principal barrier impeding the global 4K TV sector is the substantial market saturation currently seen in developed territories. In these regions, the mass transition from standard high-definition to ultra-high-definition displays has largely concluded, creating a mature and extensive installed base. As a result, consumer purchasing behavior has shifted from rapid adoption to a prolonged replacement cycle, particularly since modern sets are durable and existing 4K units remain adequate for most streaming and broadcast needs. Because households lack strong incentives to invest in new models for only minor technical improvements, turnover rates have declined, creating a stagnant environment where achieving volume growth is increasingly difficult.

This trend of contracting demand in established markets is confirmed by recent industry metrics indicating that high penetration is curbing sales. For instance, the Japan Electronics and Information Technology Industries Association reported that domestic shipment volumes for 4K televisions in 2024 dropped to approximately 95.8 percent of the previous year's total. This contraction illustrates the friction manufacturers face in

maintaining momentum when relying on traditional replacement demand. With ownership levels remaining high, companies must navigate a shrinking addressable market for hardware upgrades, effectively dampening the industry's overall revenue trajectory in these key geographic areas.

Market Trends

The widespread adoption of Mini-LED technology is becoming a critical trend, enabling LCD-based 4K televisions to achieve contrast ratios comparable to expensive emissive panels. By utilizing miniaturized diodes for precise local dimming, this architecture significantly improves high dynamic range performance while avoiding the burn-in risks associated with organic variants. This technological shift is driving substantial volume growth in the premium segment as consumers seek superior visual quality at competitive prices. Validating this surge, TCL Electronics revealed in a February 2025 press release that its Mini LED TV shipments skyrocketed by 194.5 percent year-over-year, dramatically outpacing the growth rates of traditional display categories.

Concurrent with hardware advancements, the market is transforming as televisions evolve into monetized service hubs through the growth of aggregated content platforms. Manufacturers are increasingly prioritizing proprietary operating systems that unify digital advertisements and streaming services, shifting their revenue focus from one-time hardware sales to recurring service income. This strategy allows brands to subsidize hardware costs while enhancing user engagement through algorithmic curation. Highlighting the financial impact of this approach, LG Electronics reported in a January 2025 press release regarding its fourth-quarter and full-year 2024 financial results that its webOS-based advertising and content business surpassed KRW 1 trillion in annual revenue, signaling a decisive move toward platform ecosystems.

Key Market Players

Samsung Electronics Co., Ltd.

LG Electronics Inc.

Sony Corporation

TCL Corporation

Panasonic Corporation

Hisense Company Limited

Vizio Inc.

Sharp Corporation

Philips N.V.

Haier Group Corporation

Report Scope

In this report, the Global 4K TV Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

4K TV Market, By Type

Below 55 inches

55 to 65 inches

above 65 Inch

4K TV Market, By End-users

Household

Public

4K TV Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global 4K TV Market.

Available Customizations:

Global 4K TV Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL 4K TV MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type (Below 55 inches, 55 to 65 inches, above 65 Inch)
 - 5.2.2. By End-users (Household, Public)
 - 5.2.3. By Region
 - 5.2.4. By Company (2025)

5.3. Market Map

6. NORTH AMERICA 4K TV MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By End-users

6.2.3. By Country

6.3. North America: Country Analysis

6.3.1. United States 4K TV Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Type

6.3.1.2.2. By End-users

6.3.2. Canada 4K TV Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Type

6.3.2.2.2. By End-users

6.3.3. Mexico 4K TV Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Type

6.3.3.2.2. By End-users

7. EUROPE 4K TV MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Type

7.2.2. By End-users

7.2.3. By Country

7.3. Europe: Country Analysis

- 7.3.1. Germany 4K TV Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Type
 - 7.3.1.2.2. By End-users
- 7.3.2. France 4K TV Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Type
 - 7.3.2.2.2. By End-users
- 7.3.3. United Kingdom 4K TV Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Type
 - 7.3.3.2.2. By End-users
- 7.3.4. Italy 4K TV Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Type
 - 7.3.4.2.2. By End-users
- 7.3.5. Spain 4K TV Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Type
 - 7.3.5.2.2. By End-users

8. ASIA PACIFIC 4K TV MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type
 - 8.2.2. By End-users
 - 8.2.3. By Country

- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China 4K TV Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Type
 - 8.3.1.2.2. By End-users
 - 8.3.2. India 4K TV Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Type
 - 8.3.2.2.2. By End-users
 - 8.3.3. Japan 4K TV Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Type
 - 8.3.3.2.2. By End-users
 - 8.3.4. South Korea 4K TV Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Type
 - 8.3.4.2.2. By End-users
 - 8.3.5. Australia 4K TV Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Type
 - 8.3.5.2.2. By End-users

9. MIDDLE EAST & AFRICA 4K TV MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type
 - 9.2.2. By End-users

- 9.2.3. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia 4K TV Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Type
 - 9.3.1.2.2. By End-users
 - 9.3.2. UAE 4K TV Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Type
 - 9.3.2.2.2. By End-users
 - 9.3.3. South Africa 4K TV Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Type
 - 9.3.3.2.2. By End-users

10. SOUTH AMERICA 4K TV MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Type
 - 10.2.2. By End-users
 - 10.2.3. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil 4K TV Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Type
 - 10.3.1.2.2. By End-users
 - 10.3.2. Colombia 4K TV Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Type

10.3.2.2.2. By End-users

10.3.3. Argentina 4K TV Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Type

10.3.3.2.2. By End-users

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. GLOBAL 4K TV MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

14.1. Competition in the Industry

14.2. Potential of New Entrants

14.3. Power of Suppliers

14.4. Power of Customers

14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. Samsung Electronics Co., Ltd.

15.1.1. Business Overview

15.1.2. Products & Services

15.1.3. Recent Developments

15.1.4. Key Personnel

15.1.5. SWOT Analysis

- 15.2. LG Electronics Inc.
- 15.3. Sony Corporation
- 15.4. TCL Corporation
- 15.5. Panasonic Corporation
- 15.6. Hisense Company Limited
- 15.7. Vizio Inc.
- 15.8. Sharp Corporation
- 15.9. Philips N.V.
- 15.10. Haier Group Corporation

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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