

Television Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Screen Size (39" and Below ,40"-49", 50"-59", Above 59"), By Display Type ((LED, OLED, Others (LCD, QLED, etc.)), By Distribution Channel (Multi Branded Stores, Supermarkets / Hypermarkets, Online, Others (Institutional Sales, Exclusive Stores, etc.)), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/T540E12D5EB8EN.html>

Date: January 2026

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: T540E12D5EB8EN

Abstracts

The Global Television Market is projected to expand significantly, rising from a valuation of USD 320.36 Billion in 2025 to USD 529.92 Billion by 2031, reflecting a compound annual growth rate of 8.75%. This industry encompasses the production and commercial distribution of visual display units engineered to receive and broadcast audio-visual programming through terrestrial, satellite, and internet-based networks. Key factors propelling this growth include the broadening accessibility of high-speed internet infrastructure and a surging consumer appetite for integrated smart home entertainment systems that seamlessly aggregate streaming services. The robust demand for sophisticated hardware is clearly observable in established technology sectors; for instance, the Japan Electronics and Information Technology Industries Association reported that domestic shipments of flat-panel display televisions totaled 4.48 million units in 2024.

However, despite these favorable growth conditions, the market faces a substantial obstacle in the form of high saturation levels within developed economies, which has led to a lengthening of the average device replacement cycle. As household penetration rates approach their maximum limit, manufacturers encounter difficulties in sustaining

shipment volumes without offering significant technological advancements to motivate consumers to upgrade. This saturation fuels intense price competition among established market leaders and compels the industry to depend increasingly on emerging markets to counterbalance the volume stagnation currently affecting North American and European regions.

Market Driver

The increasing uptake of sophisticated display technologies, such as OLED and QLED, acts as a major engine for market value expansion, as consumers increasingly value visual fidelity and color precision over standard panel capabilities. Manufacturers are aggressively broadening their premium product portfolios to enhance profitability and satisfy the need for the superior contrast ratios required by contemporary high-definition content. This strategic shift toward high-performance hardware is driving significant sales within the premium sector, even amidst broader economic challenges. For example, Samsung Electronics highlighted the commercial success of these advanced formats in a February 2024 press release, noting that the company achieved sales of 8.31 million QLED television units throughout 2023.

Concurrently, the widespread adoption of Over-the-Top (OTT) streaming services is accelerating hardware upgrades by necessitating devices that can support complex operating systems and high-bandwidth internet connections. As traditional broadcasting methods wane, consumers are swapping older units for smart televisions that serve as central hubs for digital apps and online media consumption. This shift is evidenced by the growing user base of streaming-centric platforms; Roku, Inc. revealed in its October 2024 Shareholder Letter that it had reached 85.5 million streaming households, illustrating the essential role of connected interfaces. To meet this demand, major players maintain vast production capabilities, with TCL Electronics reporting a global shipment volume of 25.26 million television sets in 2024.

Market Challenge

The intense market saturation prevalent in developed economies serves as a significant restriction on the broader expansion of the global television industry. In mature regions where household ownership has reached near-total capacity, the primary driver of sales volume has transitioned from new user adoption to device replacement. However, as hardware durability increases and the perceived value of marginal technological improvements lessens for the average buyer, replacement cycles have lengthened considerably. This dynamic establishes a stagnant sales landscape where

manufacturers find it difficult to secure volume growth without implementing value-diminishing price cuts.

This stagnation is especially pronounced in North America, where demand remains plateaued despite continuous product innovation. The Consumer Technology Association projected in 2024 that television set shipments in the United States would grow by only 1% to reach 40.9 million units. This negligible growth rate highlights the challenges established brands encounter in generating revenue within regions devoid of organic expansion potential, thereby escalating competitive pressure to capture market share through aggressive pricing tactics rather than through increases in overall sales volume.

Market Trends

The rapid integration of Mini-LED and Micro-LED display architectures is fundamentally transforming the premium television sector by providing a high-performance alternative to OLED that offers superior brightness and durability. Manufacturers are increasingly focusing on these advanced backlight technologies to close the quality gap between mid-range and flagship offerings, effectively encouraging device replacement in a market characterized by extended product lifecycles. This architectural evolution enables brands to offer precise contrast control and improved color volume at competitive prices, stimulating upgrades despite economic stagnation. TCL Electronics underscored this trend in a February 2025 press release, reporting a 194.5% year-over-year increase in global shipments of its Mini LED television sets for 2024.

Simultaneously, the growth of Free Ad-Supported Streaming TV (FAST) services marks a pivotal shift in market monetization, converting televisions from passive displays into active, revenue-generating ecosystems. Industry leaders are aggressively embedding proprietary linear channels directly into their operating systems, allowing them to capture advertising revenue that bypasses traditional broadcast and third-party apps. This approach generates a recurring revenue stream that helps offset shrinking margins on hardware sales while catering to the rising consumer demand for free, integrated content. In April 2025, Samsung Electronics announced that user engagement on its Samsung TV Plus platform, which nears 700 channels in the US, surged by over 30% year-over-year in the first quarter.

Key Market Players

Samsung Electronics Co., Ltd.

LG Electronics Inc.

TCL Technology Group Corp.

Hisense Group Co., Ltd.

Xiaomi Corporation

Sony Group Corporation

Vizio Holding Corp.

Panasonic Holdings Corporation

Sharp Corporation

TPV Technology Limited

Report Scope

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

Television Market, By Screen Size

39" and Below

40"-49"

50"-59"

Above 59"

Television Market, By Display Type

LED

OLED

Others

Television Market, By Distribution Channel

Multi Branded Stores

Supermarkets / Hypermarkets

Online

Others

Television 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 Television Market.

Available Customizations:

Global Television 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).

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