

United Kingdom Television Market By Screen Size (40"-49", 39" and Below, 50"-59", Above 59"), By Display Type (LED, OLED, Others (LCD, QLED, etc.)), By Sales Channel (Supermarkets/Hypermarkets, Multi Branded Stores, Online, Others (Institutional Sales, Exclusive Stores, etc.)), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

United Kingdom Television Market was valued at USD 5.19 billion in 2024 and is anticipated to grow USD 8.32 billion by 2030 with a CAGR of 8.24% during forecast period. The United Kingdom television market is a dynamic and ever-evolving industry that reflects the changing preferences, technologies, and habits of its diverse population. As one of the world's leading television markets, it combines a rich history of broadcasting with the latest developments in digital media, creating a multifaceted and vibrant landscape.

The United Kingdom television market encompasses both traditional broadcast television and modern digital services, offering a wide array of content, ranging from news and entertainment to sports and documentaries. This market's diversity is underscored by the presence of numerous television channels, both public and private, and a growing number of streaming platforms, catering to a range of viewer interests. The United Kingdom television market boasts a mix of domestic and international players, including public broadcasters like the BBC and Channel 4, as well as private networks such as ITV and Sky. These established broadcasters have a long history of delivering high-quality content to British audiences.

Key Market Drivers

Technological Advancements and Convergence

Technological advancements have been a major driver of growth in the United Kingdom television market. The television landscape has evolved significantly over the past few decades, transitioning from traditional broadcast and cable television to digital and internet-based platforms. This transition has led to the convergence of television and the internet, resulting in a highly competitive and dynamic ecosystem.

One of the key technological advancements driving this transformation is the rise of smart TVs and connected devices. These innovations allow viewers to access a wide range of content, including streaming services, apps, and online video, directly on their television screens. The popularity of streaming services like Netflix, Amazon Prime Video, and Disney+ has disrupted traditional television broadcasting. These platforms offer on-demand content, a variety of genres, and the freedom to watch at the viewer's convenience. Furthermore, the introduction of 4K and even 8K Ultra High Definition (UHD) televisions has revolutionized the viewing experience, providing exceptional picture quality and immersive content. The availability of high-speed internet and advanced streaming technologies, like 5G, has made it easier for viewers to access UHD content, further driving the demand for new, high-quality televisions.

Key Market Challenges

Evolving Consumer Behavior and Cord-Cutting

One of the most significant challenges facing the United Kingdom television market is the shifting behavior of consumers. With the advent of streaming services and online content platforms, traditional linear television is experiencing a decline in viewership. Consumers, particularly younger demographics, are increasingly turning to streaming services such as Netflix, Amazon Prime Video, and Disney+ for on-demand content. This change in viewing habits has led to cord-cutting, where viewers cancel their traditional pay-TV subscriptions in favor of these digital alternatives.

Cord-cutting presents a significant challenge for traditional broadcasters, cable providers, and advertisers. As viewership fragments across various streaming platforms, it becomes more challenging to reach a mass audience through traditional advertising. Additionally, traditional broadcasters are grappling with how to adapt to this new landscape, often requiring investments in digital platforms and original content to remain competitive.

Key Market Trends

The Rise of Streaming Services and Over-the-Top (OTT) Content

One of the most transformative trends in the United Kingdom television market is the rapid ascent of streaming services and over-the-top (OTT) content. Streaming platforms like Netflix, Amazon Prime Video, Disney+, and Hulu have disrupted traditional television broadcasting, providing viewers with on-demand access to a vast library of content. This shift is driven by several factors: **Changing Viewer Behavior:** Increasing numbers of viewers are abandoning linear TV schedules in favor of the flexibility offered by streaming services. They can watch what they want, when they want, without being tied to traditional broadcast schedules.

Original Content: Streaming services are investing heavily in original content production, including movies, TV series, and documentaries. These platforms have not only become content distributors but also content creators, competing with established networks and studios. **Personalization:** Streaming services leverage advanced algorithms to personalize recommendations for viewers, enhancing the user experience and encouraging continued engagement.

Key Market Players

Samsung Electronics (UK) Limited

LG Electronics U.K. Ltd.

Sony Europe BV

Panasonic UK

Hisense UK Limited

Philips Electronics UK Limited

Sharp Consumer Electronics Poland sp. z o.o.

Hitachi, Ltd

TCL Electronics UK Limited

Jvckenwood U.K. Limited

Report Scope:

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

United Kingdom Television Market, By Screen Size:

40"-49"

39" and Below

50"-59"

Above 59"

United Kingdom Television Market, By Display Type:

LED

OLED

Others

United Kingdom Television Market, By Sales Channel:

Supermarkets/ Hypermarkets

Multi-Branded Stores

Online

Others

United Kingdom Television Market, By Region:

England

Scotland

Wales

Northern Ireland

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United Kingdom television Market.

Available Customizations:

United Kingdom 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

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. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER

- 4.1. Factors Influencing Purchase Decision
- 4.2. Challenges Faced Post Purchase
- 4.3. Brand Awareness

5. UNITED KINGDOM TELEVISION MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Screen Size Market Share Analysis (40"-49", 39" and Below, 50"-59", Above

59")

5.2.2. By Display Type Market Share Analysis (LED, OLED, Others (LCD, QLED, etc.))

5.2.3. By Sales Channel Market Share Analysis (Supermarkets/Hypermarkets, Multi Branded Stores, Online and Others)

5.2.4. By Regional Market Share Analysis

5.2.4.1. England Market Share Analysis

5.2.4.2. Scotland Market Share Analysis

5.2.4.3. Wales Market Share Analysis

5.2.4.4. Northern Ireland Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2024)

5.3. United Kingdom Television Market Mapping & Opportunity Assessment

5.3.1. By Screen Size Market Mapping & Opportunity Assessment

5.3.2. By Display Type Market Mapping & Opportunity Assessment

5.3.3. By Sales Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. UNITED KINGDOM LED MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Screen Size Market Share Analysis

6.2.2. By Sales Channel Market Share Analysis

7. UNITED KINGDOM OLED MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Screen Size Market Share Analysis

7.2.2. By Sales Channel Market Share Analysis

8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

9. IMPACT OF COVID-19 ON UNITED KINGDOM TELEVISION MARKET

- 9.1. Impact Assessment Model
 - 9.1.1. Key Segments Impacted
 - 9.1.2. Key Region Impacted

10. MARKET TRENDS & DEVELOPMENTS

11. PORTER'S FIVE FORCES MODEL

- 11.1. Competitive Rivalry
- 11.2. Bargaining Power of Buyers
- 11.3. Bargaining Power of Suppliers
- 11.4. Threat of New Entrants
- 11.5. Threat of Substitutes

12. SWOT ANALYSIS

- 12.1. Strengths
- 12.2. Weaknesses
- 12.3. Opportunities
- 12.4. Threats

13. POLICY AND REGULATORY LANDSCAPE

14. UNITED KINGDOM ECONOMIC PROFILE

15. COMPETITIVE LANDSCAPE

- 15.1. Company Profiles
 - 15.1.1. Samsung Electronics (UK) Limited
 - 15.1.1.1. Company Details
 - 15.1.1.2. Product & Services
 - 15.1.1.3. Financials (As Per Availability)
 - 15.1.1.4. Key market Focus & Geographical Presence
 - 15.1.1.5. Recent Developments
 - 15.1.1.6. Key Management Personnel
 - 15.1.2. LG Electronics U.K. Ltd.
 - 15.1.2.1. Company Details
 - 15.1.2.2. Product & Services
 - 15.1.2.3. Financials (As Per Availability)

- 15.1.2.4. Key market Focus & Geographical Presence
- 15.1.2.5. Recent Developments
- 15.1.2.6. Key Management Personnel
- 15.1.3. Sony Europe BV
 - 15.1.3.1. Company Details
 - 15.1.3.2. Product & Services
 - 15.1.3.3. Financials (As Per Availability)
 - 15.1.3.4. Key market Focus & Geographical Presence
 - 15.1.3.5. Recent Developments
 - 15.1.3.6. Key Management Personnel
- 15.1.4. Panasonic UK
 - 15.1.4.1. Company Details
 - 15.1.4.2. Product & Services
 - 15.1.4.3. Financials (As Per Availability)
 - 15.1.4.4. Key market Focus & Geographical Presence
 - 15.1.4.5. Recent Developments
 - 15.1.4.6. Key Management Personnel
- 15.1.5. Hisense UK Limited
 - 15.1.5.1. Company Details
 - 15.1.5.2. Product & Services
 - 15.1.5.3. Financials (As Per Availability)
 - 15.1.5.4. Key market Focus & Geographical Presence
 - 15.1.5.5. Recent Developments
 - 15.1.5.6. Key Management Personnel
- 15.1.6. Philips Electronics UK Limited
 - 15.1.6.1. Company Details
 - 15.1.6.2. Product & Services
 - 15.1.6.3. Financials (As Per Availability)
 - 15.1.6.4. Key market Focus & Geographical Presence
 - 15.1.6.5. Recent Developments
 - 15.1.6.6. Key Management Personnel
- 15.1.7. Sharp Consumer Electronics Poland sp. z o.o.
 - 15.1.7.1. Company Details
 - 15.1.7.2. Product & Services
 - 15.1.7.3. Financials (As Per Availability)
 - 15.1.7.4. Key market Focus & Geographical Presence
 - 15.1.7.5. Recent Developments
 - 15.1.7.6. Key Management Personnel
- 15.1.8. Hitachi, Ltd

- 15.1.8.1. Company Details
- 15.1.8.2. Product & Services
- 15.1.8.3. Financials (As Per Availability)
- 15.1.8.4. Key market Focus & Geographical Presence
- 15.1.8.5. Recent Developments
- 15.1.8.6. Key Management Personnel
- 15.1.9. TCL Electronics UK Limited
 - 15.1.9.1. Company Details
 - 15.1.9.2. Product & Services
 - 15.1.9.3. Financials (As Per Availability)
 - 15.1.9.4. Key market Focus & Geographical Presence
 - 15.1.9.5. Recent Developments
 - 15.1.9.6. Key Management Personnel
- 15.1.10. Jvckenwood U.K. Limited
 - 15.1.10.1. Company Details
 - 15.1.10.2. Product & Services
 - 15.1.10.3. Financials (As Per Availability)
 - 15.1.10.4. Key market Focus & Geographical Presence
 - 15.1.10.5. Recent Developments
 - 15.1.10.6. Key Management Personnel

16. STRATEGIC RECOMMENDATIONS

- 16.1. Key Focus Areas
- 16.2. Target By Display Type
- 16.3. Target By Sales Channel

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