

Europe Set Top Box Market Size and Forecast (2021 - 2031)

<https://marketpublishers.com/r/EA1D7CCFDF5BEN.html>

Date: April 2026

Pages: 125

Price: US\$ 3,450.00 (Single User License)

ID: EA1D7CCFDF5BEN

Abstracts

The Europe Set Top Box Market is projected to grow significantly, reaching an estimated US\$ 8,377.0 million by 2031, up from US\$ 7,222.3 million in 2024. This growth represents a compound annual growth rate (CAGR) of 2.2% from 2025 to 2031.

Executive Summary and Market Analysis

The increasing adoption of set-top boxes across Europe is being fueled by advancements in broadband infrastructure and a shift from traditional television to Internet Protocol Television (IPTV) and Over-The-Top (OTT) platforms. The rising demand for streaming services is also a key driver. Set-top boxes offer cost-effective smart TV capabilities, access to localized content, and seamless integration with smart home devices. Telecom companies are utilizing set-top boxes strategically to enhance customer retention and create new revenue opportunities through subscription services and targeted advertising.

In March 2024, ZTE Corporation, a leader in information and communication technology, announced a strengthened partnership with PTV Telecom to launch the STB B866V6H, which operates on Android TV. This collaboration aims to enhance the entertainment experience for consumers in Spain by introducing innovative technology.

Strategic Insights

Market Segmentation Analysis

The Europe Set Top Box Market can be segmented by product type and content quality. By product type, the market includes IPTV, Satellite, Cable, and Others, with the IPTV

segment leading the market in 2024. In terms of content quality, the market is divided into Standard Definition (SD), High-Definition (HD), and 4K, with the HD segment also dominating in 2024.

Market Outlook

The rise of OTT streaming has significantly disrupted the entertainment industry, altering global media consumption patterns. For example, in December 2024, Gemius, a leading provider of cross-media solutions, enhanced its research capabilities in Germany by launching a connected TV measurement system. This new system currently includes YouTube streaming and plans to incorporate Netflix and other OTT platforms soon.

As digital technology and the internet continue to transform the entertainment landscape, streaming media has become a crucial factor in content consumption and engagement. The OTT set-top box has played a pivotal role in this transformation, allowing users to stream content directly over the internet and bypass traditional distribution methods. These devices provide access to a wide range of OTT services, including popular platforms like Netflix, Amazon Prime, and Disney+, while also integrating features of live television and radio.

A significant advantage of OTT set-top boxes is their ability to aggregate diverse content options. They offer users a single platform to access a variety of entertainment, from streaming services and YouTube videos to traditional TV channels. This extensive content variety is a major factor driving market growth.

Country Insights

The Europe Set Top Box Market is also analyzed by country, including Germany, France, the United Kingdom, Italy, Russia, and the Rest of Europe. Germany held the largest market share in 2024, driven by increasing IPTV adoption, a growing preference for on-demand streaming, improved broadband access, and telecom operators bundling content services to enhance user experience and retention.

In May 2024, Vodafone Germany expanded its TV and entertainment offerings with the launch of its latest Android TV-based GigaTV set-top box and a new CI+ module. These innovations aim to improve the viewing experience for Vodafone's 12 million TV customers, showcasing the company's commitment to delivering advanced, user-centric solutions in the evolving digital entertainment landscape. GigaTV provides an integrated

entertainment solution that combines a wide selection of live TV channels, streaming platforms, media libraries, and video-on-demand services, supporting both cable and internet-based viewing through a single device for a seamless user experience.

Company Profiles

Key players in the Europe Set Top Box Market include CommScope Holding Co Inc, Apple Inc, Vantiva SA, Kaonmedia Co Ltd, Sagemcom UK Ltd, Advanced Digital Broadcast SA, Shenzhen Coship Electronics Co Ltd, Humax Co Ltd, Huawei Technologies Co Ltd, and Shenzhen Skyworth Digital Technology Co Ltd. These companies are employing various strategies such as market expansion, product innovation, and mergers and acquisitions to introduce innovative products and increase their market share.

In conclusion, the Europe Set Top Box Market is poised for growth, driven by technological advancements, changing consumer preferences, and the increasing popularity of streaming services. As the market evolves, companies that adapt to these trends and enhance their offerings will likely succeed in capturing a larger share of this dynamic market.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macroeconomic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country-level data:

4. SET TOP BOX MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors or Suppliers
 - 4.3.4 End-Use Industry
 - 4.3.5 List of Vendors in the Value Chain

5. EUROPE SET TOP BOX MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities
- 5.4 Future Trends

5.5 Impact of Drivers and Restraints:

6. SET TOP BOX MARKET - EUROPE MARKET ANALYSIS

6.1 Europe Set Top Box Market Revenue (US\$ Million), 2024 - 2031

6.2 Europe Set Top Box Market Forecast and Analysis

7. EUROPE SET TOP BOX MARKET REVENUE ANALYSIS - BY PRODUCT TYPE

7.1 IPTV

7.1.1 Overview

7.1.2 IPTV: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.2 Satellite

7.2.1 Overview

7.2.2 Satellite: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.3 Cable

7.3.1 Overview

7.3.2 Cable: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.4 Others

7.4.1 Overview

7.4.2 Others: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8. EUROPE SET TOP BOX MARKET REVENUE ANALYSIS - BY CONTENT QUALITY

8.1 Standard Definition (SD)

8.1.1 Overview

8.1.2 Standard Definition (SD): Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.2 High-Definition (HD)

8.2.1 Overview

8.2.2 High-Definition (HD): Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.3 4K

8.3.1 Overview

8.3.2 4K: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9. EUROPE SET TOP BOX MARKET - COUNTRY ANALYSIS

9.1 Europe

9.1.1 Europe Set Top Box Market Revenue and Forecast and Analysis - by Country

9.1.1.1 Europe Set Top Box Market Revenue and Forecast and Analysis - by Country

9.1.2.2 Germany: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.1.2.2.1 Germany: Europe Set Top Box Market Share - by Product Type

9.1.2.2.2 Germany: Europe Set Top Box Market Share - by Content Quality

9.2.3.3 France: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.2.3.3.1 France: Europe Set Top Box Market Share - by Product Type

9.2.3.3.2 France: Europe Set Top Box Market Share - by Content Quality

9.3.4.4 United Kingdom: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.3.4.4.1 United Kingdom: Europe Set Top Box Market Share - by Product Type

9.3.4.4.2 United Kingdom: Europe Set Top Box Market Share - by Content Quality

9.4.5.5 Italy: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.4.5.5.1 Italy: Europe Set Top Box Market Share - by Product Type

9.4.5.5.2 Italy: Europe Set Top Box Market Share - by Content Quality

9.5.6.6 Russia: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.5.6.6.1 Russia: Europe Set Top Box Market Share - by Product Type

9.5.6.6.2 Russia: Europe Set Top Box Market Share - by Content Quality

9.6.7.7 Rest of Europe: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.6.7.7.1 Rest of Europe: Europe Set Top Box Market Share - by Product Type

9.6.7.7.2 Rest of Europe: Europe Set Top Box Market Share - by Content Quality

10 COMPETITIVE LANDSCAPE

10.1 Heat Map Analysis by Key Players

10.2 Company Positioning & Concentration

11 INDUSTRY LANDSCAPE

- 11.1 Overview
- 11.2 New Product Development
- 11.3 Merger and Acquisition
- 11.4 Other Strategic Developments

12 COMPANY PROFILES

12.1 CommScope Holding Co Inc

- 12.1.1 Key Facts
- 12.1.2 Business Description
- 12.1.3 Products and Services
- 12.1.4 Financial Overview
- 12.1.5 SWOT Analysis
- 12.1.6 Key Developments

12.2 Apple Inc

- 12.2.1 Key Facts
- 12.2.2 Business Description
- 12.2.3 Products and Services
- 12.2.4 Financial Overview
- 12.2.5 SWOT Analysis
- 12.2.6 Key Developments

12.3 Vantiva SA

- 12.3.1 Key Facts
- 12.3.2 Business Description
- 12.3.3 Products and Services
- 12.3.4 Financial Overview
- 12.3.5 SWOT Analysis
- 12.3.6 Key Developments

12.4 Kaonmedia Co Ltd

- 12.4.1 Key Facts
- 12.4.2 Business Description
- 12.4.3 Products and Services
- 12.4.4 Financial Overview
- 12.4.5 SWOT Analysis
- 12.4.6 Key Developments

12.5 Sagemcom UK Ltd

- 12.5.1 Key Facts
- 12.5.2 Business Description

- 12.5.3 Products and Services
- 12.5.4 Financial Overview
- 12.5.5 SWOT Analysis
- 12.5.6 Key Developments
- 12.6 Advanced Digital Broadcast SA
 - 12.6.1 Key Facts
 - 12.6.2 Business Description
 - 12.6.3 Products and Services
 - 12.6.4 Financial Overview
 - 12.6.5 SWOT Analysis
 - 12.6.6 Key Developments
- 12.7 Shenzhen Coship Electronics Co Ltd
 - 12.7.1 Key Facts
 - 12.7.2 Business Description
 - 12.7.3 Products and Services
 - 12.7.4 Financial Overview
 - 12.7.5 SWOT Analysis
 - 12.7.6 Key Developments
- 12.8 Humax Co Ltd
 - 12.8.1 Key Facts
 - 12.8.2 Business Description
 - 12.8.3 Products and Services
 - 12.8.4 Financial Overview
 - 12.8.5 SWOT Analysis
 - 12.8.6 Key Developments
- 12.9 Huawei Technologies Co Ltd
 - 12.9.1 Key Facts
 - 12.9.2 Business Description
 - 12.9.3 Products and Services
 - 12.9.4 Financial Overview
 - 12.9.5 SWOT Analysis
 - 12.9.6 Key Developments
- 12.10 Shenzhen Skyworth Digital Technology Co Ltd
 - 12.10.1 Key Facts
 - 12.10.2 Business Description
 - 12.10.3 Products and Services
 - 12.10.4 Financial Overview
 - 12.10.5 SWOT Analysis
 - 12.10.6 Key Developments

13. APPENDIX

13.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. Europe Set Top Box Market Segmentation

Table 2. List of Vendors

Table 3. Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Table 4. Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 5. Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Content Quality

Table 6. Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Country

Table 7. Germany: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 8. Germany: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Content Quality

Table 9. France: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 10. France: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Content Quality

Table 11. United Kingdom: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 12. United Kingdom: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Content Quality

Table 13. Italy: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 14. Italy: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Content Quality

Table 15. Russia: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 16. Russia: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Content Quality

Table 17. Rest of Europe: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 18. Rest of Europe: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Content Quality

Table 19. Heat Map Analysis by Key Players

List Of Figures

LIST OF FIGURES

Figure 1. Europe Set Top Box Market Segmentation - Country

Figure 2. PEST Analysis

Figure 3. Ecosystem: Set Top Box Market

Figure 4. Europe Set Top Box Market - Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. Europe Set Top Box Market Revenue (US\$ Million), 2024 - 2031

Figure 7. Europe Set Top Box Market Share (%) - by Product Type, 2024 and 2031

Figure 8. IPTV: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 9. Satellite: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 10. Cable: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 11. Others: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 12. Europe Set Top Box Market Share (%) - by Content Quality, 2024 and 2031

Figure 13. Standard Definition (SD): Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 14. High-Definition (HD): Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 15. 4K: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 16. Europe Set Top Box Market Breakdown by Key Countries, 2024 and 2031 (%)

Figure 17. Germany: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 18. France: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 19. United Kingdom: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 20. Italy: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 21. Russia: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 22. Rest of Europe: Europe Set Top Box Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 23. Company Positioning & Concentration

I would like to order

Product name: Europe Set Top Box Market Size and Forecast (2021 - 2031)

Product link: <https://marketpublishers.com/r/EA1D7CCFDF5BEN.html>

Price: US\$ 3,450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EA1D7CCFDF5BEN.html>