

# **Set Top Box Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (IPTV, Satellite, Cable, and Others), Content Quality (Standard Definition (SD), High-Definition (HD), and 4K), and Geography**

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## **Abstracts**

The Set Top Box Market size was valued at US\$ 31.08 billion by 2031 from US\$ 25.33 billion in 2024. The market is anticipated to register a CAGR of 3.1% during 2025-2031.

Integrating smart home ecosystems with set-top boxes provides a more streamlined and convenient entertainment and home automation experience. Set-top boxes, particularly those with Android TV functionality, can serve as a central hub for managing smart home devices and accessing streaming services. This integration provides a unified interface for controlling various devices, including those that rely on infrared (IR) control.

The set-top boxes are transforming into central smart home hubs, integrating smoothly with connected devices such as smart lights, thermostats, and security systems. This evolution positions set-top boxes as the focal point for managing the entire home ecosystem. Many advanced set-top boxes are equipped with Zigbee or Z-Wave technology, allowing connection with a broad range of smart home devices. This capability is especially beneficial for home automation and security systems, as it facilitates the seamless integration of various devices into a cohesive smart home ecosystem. Enhanced connectivity features such as Zigbee and Bluetooth 5.0 support further streamline the user experience, allowing for seamless control of smart home devices. The integration of voice control via virtual assistants such as Amazon Alexa

and Google Assistant significantly enhances user convenience and accessibility. As streaming services continue to grow and consumers seek more personalized experiences, set-top boxes that support smart home ecosystem integration are becoming central to the future of home entertainment. This trend is driving manufacturers to innovate and develop advanced, feature-rich set-top boxes that offer greater interoperability and improved user experiences, establishing them as a vital component of the evolving smart home landscape.

Service providers are upgrading their set-top box systems to include OTT access, digital video recording, and enhanced sound quality in response to the rising demand for video streaming services. Set-top box penetration in North America is high, particularly among urban populations, as consumers in the region continue to spend more time on digital media. The rising adoption of Over-the-Top (OTT) platforms such as Netflix, Amazon Prime Video, Hulu, and Disney+ is driving the demand for OTT set-top boxes. These devices enable smooth streaming on traditional television sets, aligning with the consumer preference for on-demand content.

Technological advancements in the broadcasting sector fuel the adoption of advanced set-top boxes. The rising adoption of smart TVs and the growing demand for high-definition channels and video broadcasts are propelling the adoption of set-top boxes with HD or 4K content quality across the country. In September 2024, smart TVs were the most widely used devices for internet connectivity in Canada, accounting for 36% of connections, followed by media streaming devices at 34%, digital boxes from TV providers at 19%, game consoles at 19%, and computers/laptops at 19%. Over one-third (34%) of connected TV (CTV) owners use multiple media devices for connectivity, with the Amazon Fire Stick leading at 14%, followed by Roku at 12%, Apple TV at 9%, Google Chromecast at 9%, and Android Boxes at 3%.

Players across the region are focusing on innovations in set-top boxes. In September 2024, WiSA Technologies, Inc., a pioneer in wireless audio solutions for smart devices and advanced home entertainment systems, announced the integration of its WiSA E wireless immersive audio software into an Amlogic reference design. This integration is now available for customer implementation. Amlogic will showcase its WiSA-E-enabled set-top box reference design at the IBC exhibition in Amsterdam.

Advanced Digital Broadcast SA, CommScope Holding Co Inc, Huawei Technologies Co Ltd, Humax Co Ltd, Kaonmedia Co Ltd, SagemCom UK Ltd, Shenzhen Skyworth Digital Technology Co Ltd, EchoStar Corporation (DISH Network L.L.C.), Vantiva, Shenzhen Coship Electronics Co Ltd, and Apple Inc are among the key Set Top Box Market

players that are profiled in this market study.

The overall Set Top Box Market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the Set Top Box Market size. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the Set Top Box Market.

#### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players and segments in the set top box market.

Highlights key business priorities in order to assist companies to realign their business strategies

The key findings and recommendations such as specific country and segmental insight highlights crucial progressive industry trends in the set top box market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets

Scrutinize in-depth market trends and outlook coupled with the factors driving the market, as well as those hindering it

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing and distribution

#### The List of Companies - Set Top Box Market

Advanced Digital Broadcast SA

CommScope Holding Co Inc

Huawei Technologies Co Ltd

Humax Co Ltd

Kaonmedia Co Ltd

SagemCom UK Ltd

Shenzhen Skyworth Digital Technology Co Ltd

EchoStar Corporation (DISH Network L.L.C.)

Vantiva

Shenzhen Coship Electronics Co Ltd

Apple Inc.

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