

India Smart TV Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Smart TV is simply a television with a web interface that is capable of connecting to the internet, possesses operating systems and Web 2.0 interfaces that enable one to stream videos, browse the internet, and download applications without having to use other hardware devices. These televisions contain the regular broadcasting features enhanced by YouTube, Netflix, Prime Video, and local OTT systems.

The India Smart TV market is set to show a growth rate of about 16.51% during the forecast period (2025-2033F). The Indian Smart TV market is growing due to the rising availability of affordable broadband internet connections and, more over-the-top platforms that operate with local (records) or regional languages (content). The increasing disposable income and a greater percentage of people living in urban areas are shifting their focus from traditional TV sets to smart connected devices. Relevant government policies, such as 'Make in India' and the PLI scheme, have helped in bringing manufacturing to India and thus making smart TVs more affordable. Also, the e-commerce portal is ensuring better access and affordable costs compared to earlier days, especially in tier II and tier III cities.

For instance, on February 10, 2025, Samsung TV Plus, Samsung's free ad-supported streaming TV (FAST) service, collaborated with Warner Bros. to launch five new FAST channels exclusively on Samsung TV Plus India. These WBTV channels deliver premium storytelling to streaming audiences, meeting the demand for high-quality, free entertainment. With a strong focus on Hindi programming, these new FAST channels are designed to engage both regional and urban audiences.

Based on the resolution, the market is segmented into 4K UHD TV, HD TV, Full HD TV, and 8K TV. Among these, the 4K UHD TV market held the dominant

share of the market in 2024. There is increased demand for 4K UHD TVs in India due to an increase in the desire for better image quality when streaming content on OTT platforms and gaming. However, through Xiaomi and TCL, for example, brands are making it possible for mid-market clients to enjoy premium options. This shift is now forcing companies to produce large quantities and develop new technologies used in displays. For instance, on May 8, 2025, Xiaomi introduced the QLED TV FX Pro and 4K TV FX series in India, offering a blend of advanced audio-visual technology and smart features. Available in 43-inch and 55-inch sizes, these TVs support HDR10+ and feature 30W Dolby Atmos speakers.

Based on the screen size, the market is segmented into below 32 inches, 32 to 45 inches, 46 to 55 inches, 56 to 65 inches, and above 65 inches. Among these, the 32 to 45 inches smart TV market held the dominant share of the market in 2024. The 32 to 45 inches screen size is a major volume sales, and their households majorly include middle-income and first-time buyers. It easily sells well in urban and semi-urban areas due to the affordability factor as well as the size of the screen it offers. This segment is specifically responsible for selective volume in both traditional and new media channels.

Based on the screen type, the market is segmented into flat, curved. Among these, the curved smart TV market is expected to grow with a significant CAGR during the forecast period (2025-2033). The curved smart TVs are desirable among niche consumers seeking cinematic viewing at home. Though adoption is constrained, it aids premium companies such as Samsung to distinguish and present themselves as innovators. Such offerings also attract tech-savvy customers, which indirectly affects the value of the brand.

Based on the operating system, the market is segmented into Android, Tizen, WebOS, and others. Among these, the WebOS smart TV market is expected to grow with a significant CAGR during the forecast period (2025-2033). WebOS is most popularly used by LG, which also demonstrates a user-friendly and responsive interface that is hardware-light, hence ensuring optimal performance even on mid-range models. The compatibility with essential OTT apps facilitates the content-driven demand in India. This OS assists brands in providing diverse products that are not Android-based.

Based on the panel type, the market is segmented into Liquid Crystal Display (LCD), Light Emitting Diode (LED), Organic Light Emitting Diode (OLED), and

Quantum Dot Light Emitting Diode (QLED). Among these, the QLED smart TV market is expected to grow with a significant CAGR during the forecast period (2025-2033). QLED technology increases brightness and color accuracy for consumers upgrading from standard LED TVs. QLED continues to be popular among consumers in metropolitan and tier 1 cities, as higher picture quality is important with high-definition content. This helps the brand build a larger QLED portfolio in India. For instance, on June 10, 2024, Samsung, India's largest consumer electronics brand, launched the 2024 QLED 4K TV series at a starting price of INR 65990 in India. The 2024 QLED 4K TV line-up comes with a plethora of premium features. The 2024 QLED 4K TV will come in three sizes – 55", 65", and 75". It is available on online platforms including Samsung.com and Amazon.in.

Based on the distribution channel, the market is segmented into offline, online. Among these, the offline market held the dominant share of the market in 2024. Offline retail still holds an important position in Tier II and III cities, where consumers want to be able to see some practices of products before buying. Brands adopt the showroom touchpoints strategies because they create trust and allow for additional product selling. Offline distribution drives the reach of the program to regions and enables faster adoption among its target demographics.

Based on the end-user, the market is segmented into residential, commercial. Among these, the residential segment held the dominant share of the market in 2024. The largest end-consumer market for Smart TVs is the residential segment due to the increasing use of OTT content and smart homes. This means that increasing nuclear families and homeownership are taking up more of the replacement and new installations. This consistent volume base also has the potential of boosting the scale factor and the level of customization in any production process.

For a better understanding of the market adoption of the India Smart TV market, it is analyzed based on its state-wise presence in India, such as North India, East India, West India, and South India. South India dominates the market in 2024. The Smart TV market is highly concentrated in South India because, in terms of digital penetration, broadband, and regional content media OTTs, South India leads over the other regions of India. Some states like Tamil Nadu, Karnataka, and Kerala are in an advanced stage because of their better connectivity of urban and rural areas and high per capita income. The presence

of highly developed technical giants and the widespread adoption of smart home environments also boost growth. Furthermore, it is also evident that consumers in this region are willing to pay a higher price for the extra and branded slimline smart TVs. On May 5, 2025, Roku, the #1 TV streaming platform in the U.S., announced the opening of its second office in Bangalore, India, located in Embassy Golf Links Business Park, Challaghatta. As part of its strategic expansion into one of the world's most dynamic tech hubs, Roku has hired over 100 engineers to drive advancements in its products.

Some major players running in the market include Samsung Electronics Co., Ltd., Sony India Private Limited (Sony Group Corporation), LG Electronics India Limited, Xiaomi, OnePlus Technology India Pvt. Ltd. (OnePlus), realme, Haier Group, TCL, Vu Televisions, ThomsonHomes (Super Plastronics Pvt. Ltd.).

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