

Connected TV Market Size, Share, Trends, Growth, Outlook, and Insights Report, 2023- Industry Forecasts by Type, Application, Segments, Countries, and Companies, 2021- 2030

<https://marketpublishers.com/r/C72581710D00EN.html>

Date: November 2023

Pages: 180

Price: US\$ 3,400.00 (Single User License)

ID: C72581710D00EN

Abstracts

The Connected TV market is a large and high-potential growth industry. In 2023, the market is poised to register positive year-on-year growth over 2022. Further, the Connected TV market size maintains a super-linear growth trajectory, registering continuous expansion from 2023 to 2030.

As we enter the late half of 2023, the Connected TV industry is poised for significant growth and transformation. The “Connected TV Market Size, Share, Trends, Growth, Outlook, and Insights Report, 2023- Data Forecasts by Type, Application, Segments, Countries, and Companies, 2018- 2030” report details the definition and advantages of Connected TV.

Overview of the Connected TV Industry in 2023

The accelerating development of the industry is driven by a widening application base, R&D investment in new product development, competitive strategies focusing on expanding into niche segments, and potential growth prospects for Connected TV Companies in developing countries.

The Connected TV Insights Report provides key market size and share outlook, short-term and long-term trends, potential opportunities, analytical models, current market conditions, scenario analysis, post-COVID analysis, competitive landscape, company profiles, and market news and developments.

Connected TV Market Size, Share, and Trend Analysis

The global Connected TV market plays a major role in the global electronics and semiconductors industry. The report provides a comprehensive and in-depth analysis of different segments across the industry.

Further, potential types, applications, products, and other Connected TV segments are analyzed in the market study.

Connected TV Market Statistics- Current status of the Connected TV industry and the key statistics for 2023 are provided in detail.

Strategic Analysis of Connected TV Industry- Competitive analysis, vendor landscape, SWOT profiles, and product profiles are included.

Market Trends and Insights- The Connected TV Insights report provides a detailed examination of key market trends, drivers, and their impact on demand. Further, the increasing importance of Connected TV across industries is discussed.

Market Developments- Mergers, acquisitions, product launches, capacity expansion plans, and other developments announced by leading Connected TV companies are included in the study.

Connected TV Market Opportunities- Potential growth opportunities and quantitative comparison of different segments to provide an assessment of diverse opportunities in the industry.

Regional analysis- Further, a geographical analysis of the Connected TV industry, highlighting key markets and their growth prospects is included. The market size across six regions including North America, Asia Pacific, Europe, South America, the Middle East, and Africa is forecast to 2030.

Analytical Frameworks

The Connected TV insights report uses multiple analytical frameworks for analyzing the global Connected TV industry. The tools include- Industry SWOT, Porter's Five Forces Analysis, PESTLE analysis, scenario analysis, and others.

Industry SWOT- The report identifies the key strengths, weaknesses, opportunities, and threats facing the global markets in 2023 and beyond.

Scenario analysis- 4 scenarios for the long-term future based on the global economy are analyzed.

Porter's Five Forces Analysis- The report quantifies Porter's five forces analysis to assess the market attractiveness using the weighted average of the Bargaining power of buyers, Bargaining power of suppliers, Threat of substitutes, Threat of new entrants, and intensity of competitive rivalry.

PESTLE Analysis- Six segments of the general environment surrounding the Connected TV industry including political, economic, social, technological, environmental, and legal factors are briefed.

Future Connected TV Growth Outlook and Opportunities

The chapter provides a detailed analysis of market size, growth rate, revenue trends, and volume analysis over the historical period from 2018 up to 2022. Projection of the future growth prospects and opportunities in the Connected TV industry along with insights into each of the potential market segments is included in the study. Further, the evaluation of factors driving market growth across markets is provided. In addition, the latest technological advancements and an analysis of the impact of these advancements on the performance, reliability, and efficiency of products are included.

Market Dynamics- Impact Analysis and Post-COVID Outlook of Connected TV Industry

Optimistic economic conditions are observed in H2-2023 across multiple scenarios. The current edition of the Connected TV Market Study identifies brighter views for 2023 and an increasingly optimistic global outlook over the forecast period.

However, the market is also constrained by challenges of geopolitical instability and conflicts with the Russia-Ukraine war and inflation conditions in the US and other markets, and rising interest rates continue to restrain the market growth prospects.

The four case scenarios considered for countries in the study are -

Sluggish economic growth, with emphasis on savings and low expenditure

Despite growth fluctuations, consumer confidence remains robust and gains continue for companies

Investments in technology deployment and productive investments

Stronger consumer demand and higher investments supporting solid growth

Connected TV Market Trends- Emerging markets present strong growth prospects

According to the World Bank, over 85% of the world's population lives in the Asia Pacific, the Middle East and Africa (MEA), or South America. An increasing volume of companies are expanding their production and marketing bases to these countries as the consumption power of individuals continues to strengthen.

Several new market entrants are targeting niche economically attractive Connected TV segments when expanding into these markets. We anticipate the Connected TV sales growth in developing countries to continue to accelerate rapidly over the forecast period.

North America Connected TV Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

The past few quarters have been encouraging for North American Connected TV market suppliers. A large number of Connected TV companies are reporting profitability after several quarters of margin declines. Focus on increasing operational efficiency, capturing niche market opportunities, and others are widely observed. The North American Connected TV industry research identifies the key market trends, driving forces, and growth opportunities across 3 countries including the United States, Canada, and Mexico markets.

Europe Connected TV Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Leading European Connected TV companies are focusing on customer orientation, sustainable supply chains, and economic value creation to succeed in long-term market conditions. As Asian manufacturers enter the European markets, the region's electronics and semiconductors sector is undergoing a paradigm shift. The European Connected TV industry is also facing the significant impact of the Russia-Ukraine war.

The insights report analyzes the Western European Connected TV countries including Germany, France, Spain, the United Kingdom, Italy, and other European countries including Russia, Turkey, and others.

Asia Pacific Connected TV Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Economic growth and shifting consumer preferences are set to shape the future of the Asia Pacific Connected TV industry. Leading companies in China, India, Japan, South Korea, Australia, Indonesia, South East Asia, and other regions are focusing on rapid business expansion through new product launches. The Connected TV insights report provides the market size outlook across these countries from 2018 to 2030.

South America Connected TV Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

South American countries including Brazil, Argentina, Chile, and others continue to demonstrate robust value-creation potential through 2030. Both traditional players and new start-ups are spending more on expanding products to niche consumer segments. Increasing urbanization, infrastructure development, and improving disposable incomes are likely to drive the market outlook over the forecast period.

Middle East and Africa Connected TV Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

The Middle East and African regions have a growing population, increasing urbanization, and improving standards of living, all of which contribute to the rising Connected TV demand. Further, Sustainability and environmental concerns are gaining prominence in the GCC region. In Africa, vehicle sales continued an upward trend and the rapid growth in infrastructure in the African region enables Connected TV companies to generate significant business growth in the medium to long-term future.

Competitive Insights

The landscape of the industry is shifting, moving away from traditional competition between peers and embracing new forms of competitive interactions. There is an increasing trend among companies from building products to building businesses. Companies are investing in developing new growth opportunities with market leaders increasingly focused on building and scaling up new businesses.

The Connected TV insights report provides a competitive analysis of the industry in 2023. The business profiles of the leading 10 companies are profiled in the study along with their SWOT profile, financials, products and services, and market developments. In addition, an evaluation of the competitive landscape, including major players, market share, and strategies adopted by key manufacturers is provided in the research study. The report also identifies the most prominent challenges and potential growth barriers faced by leading companies.

Report scope

Data for 13 years: Historic data from 2018 to 2022 and industry forecasts from 2023 to 2030

3 Parameters- Value, Volume, and Pricing Data

6 Regions- Asia Pacific, Europe, North America, South America, Middle East, Africa

27 Countries: United States, Canada, Mexico, Germany, France, Spain, United Kingdom, Italy, Russia, Turkey, Rest of Europe, China, India, Japan, South Korea, Australia, Indonesia, South East Asia, Saudi Arabia, United Arab Emirates, Rest of Middle East, South Africa, Egypt, Rest of Africa, Brazil, Argentina, Other South America

10 Companies- Leading companies with detailed profiles

5 Models- Scenario analysis, Porter's five forces, Industry SWOT, Pricing analysis, PESTLE

8 Market Dynamics- Trends, Drivers, Growth Restraints, Opportunities

Unique Additions to the current edition-

Impact of market developments including the Russia- Ukraine War, inflation across countries, supply-chain conditions, labor-market pressures, recession, trade, and other global factors

Pricing Analysis across types, applications, and countries for 2023 and industry Forecasts to 2030

electronics and semiconductors industry trends and market forecasts

Driving forces supporting the Connected TV sales in each of the 24 countries

Complimentary Excel spreadsheet and print authentication for a single-user license

Key Questions answered in this report-

1. What are the key regions in the global Connected TV industry?
2. Who are the major companies or key players operating in the global Connected TV industry?
3. What has been the impact of COVID-19 on the global Connected TV industry?
4. What is the projected compound annual growth rate (CAGR) of the global Connected TV market size for the period 2023-2028?
5. What are the key factors driving the growth of the global Connected TV industry?
6. How is the global Connected TV industry segmented based on product types?
7. What are the emerging trends and opportunities in the global Connected TV industry?
8. What are the challenges and obstacles faced by the global Connected TV market?
9. What are the competitive landscape and strategies of global Connected TV companies?
10. What are the innovations and advancements in product development within the global Connected TV industry?
11. What are the strategies adopted by key players in the global Connected TV market to maintain a competitive edge?

12. How is the global Connected TV industry expected to evolve in terms of demand and market dynamics in the coming years?

Contents

1 FOREWORD

2 EXECUTIVE SUMMARY

- 2.1 Key Findings, 2023
- 2.2 Market Overview
- 2.3 Market Highlights

3 REPORT GUIDE

- 3.1 Study Scope and Objectives
- 3.2 Market Segmentation
- 3.3 Methodology and Sources
- 3.4 Primary and Secondary Data Sources
- 3.5 Market Estimation- Data Triangulation
- 3.6 Forecast Methodology
- 3.7 Key Assumptions

4 INTRODUCTION

- 4.1 Market Definition and Evolution
- 4.2 Historical Market Size and Trends, 2018- 2022
- 4.3 Forecast Market Size, 2023- 2030
- 4.4 Industry Value Chain Analysis
- 4.5 Porter's Five Forces Analysis

5 MARKET ASSESSMENT

- 5.1 Post-COVID-19 Growth Prospects for the Connected TV Industry
- 5.2 Likely Case – Industry Forecasts
- 5.3 Optimistic Case- Industry Forecasts
- 5.4 Pessimistic Case- Industry Forecasts
- 5.5 Market Dynamics-
- 5.6 Drivers
- 5.7 Trends
- 5.8 Opportunities

5.9 Challenges

6 CONNECTED TV MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

6.1 Global Connected TV Growth Outlook by Type, \$ Million, 2018- 2022, 2023- 2030

6.2 Global Connected TV Growth Outlook by Product, \$ Million, 2018- 2022, 2023- 2030

6.3 Global Connected TV Growth Outlook by Application, \$ Million, 2018- 2022, 2023- 2030

7 NORTH AMERICA CONNECTED TV MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

7.1 North America Connected TV Industry Current Market Conditions, 2023

7.2 North America Connected TV Market Trends and Opportunities

7.3 North America Connected TV Growth Outlook by Type

7.4 North America Connected TV Growth Outlook by Product

7.5 North America Connected TV Growth Outlook by Application

7.6 North America Connected TV Market Size Outlook by Country

7.7 United States Connected TV Market Size Outlook, \$ Million, 2018 to 2030

7.8 Canada Connected TV Market Size Outlook, \$ Million, 2018 to 2030

7.9 Mexico Connected TV Market Size Outlook, \$ Million, 2018 to 2030

8 EUROPE CONNECTED TV MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

8.1 Europe Connected TV Industry Current Market Conditions, 2023

8.2 Europe Connected TV Market Trends and Opportunities

8.3 Europe Connected TV Growth Outlook by Type

8.4 Europe Connected TV Growth Outlook by Product

8.5 Europe Connected TV Growth Outlook by Application

8.6 Europe Connected TV Market Size Outlook by Country

8.7 Germany Connected TV Market Size Outlook, \$ Million, 2018 to 2030

8.8 France Connected TV Market Size Outlook, \$ Million, 2018 to 2030

8.9 United Kingdom Connected TV Market Size Outlook, \$ Million, 2018 to 2030

8.10. Italy Connected TV Market Size Outlook, \$ Million, 2018 to 2030

8.11 Spain Connected TV Market Size Outlook, \$ Million, 2018 to 2030

8.12 Rest of Europe Connected TV Market Size Outlook, \$ Million, 2018 to 2030

9 ASIA PACIFIC CONNECTED TV MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

- 9.1 Asia Pacific Connected TV Industry Current Market Conditions, 2023
- 9.2 Asia Pacific Connected TV Market Trends and Opportunities
- 9.3 Asia Pacific Connected TV Growth Outlook by Type
- 9.4 Asia Pacific Connected TV Growth Outlook by Product
- 9.5 Asia Pacific Connected TV Growth Outlook by Application
- 9.6 Asia Pacific Connected TV Growth Outlook by Country
- 9.7 China Connected TV Market Size Outlook, \$ Million, 2018 to 2030
- 9.8 Japan Connected TV Market Size Outlook, \$ Million, 2018 to 2030
- 9.9 India Connected TV Market Size Outlook, \$ Million, 2018 to 2030
- 9.10. Australia Connected TV Market Size Outlook, \$ Million, 2018 to 2030
- 9.11 South Korea Connected TV Market Size Outlook, \$ Million, 2018 to 2030
- 9.12 South East Asia Connected TV Market Size Outlook, \$ Million, 2018 to 2030
- 9.13 Rest of Asia Pacific Connected TV Market Size Outlook, \$ Million, 2018 to 2030

10 SOUTH AMERICA CONNECTED TV MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

- 10.1 South America Connected TV Industry Current Market Conditions, 2023
- 10.2 South America Connected TV Market Trends and Opportunities
- 10.3 South America Connected TV Growth Outlook by Type
- 10.4 South America Connected TV Growth Outlook by Product
- 10.5 South America Connected TV Growth Outlook by Application
- 10.6 South America Connected TV Growth Outlook by Country
- 10.7 Brazil Connected TV Market Size Outlook, \$ Million, 2018 to 2030
- 10.8 Argentina Connected TV Market Size Outlook, \$ Million, 2018 to 2030
- 10.9 Rest of South America Connected TV Market Size Outlook, \$ Million, 2018 to 2030

11 MIDDLE EAST AND AFRICA CONNECTED TV MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

- 11.1 Middle East and Africa Connected TV Industry Current Market Conditions, 2023
- 11.2 Middle East and Africa Connected TV Market Trends and Opportunities
- 11.3 Middle East and Africa Connected TV Growth Outlook by Type
- 11.4 Middle East and Africa Connected TV Growth Outlook by Product
- 11.5 Middle East and Africa Connected TV Growth Outlook by Application
- 11.6 Middle East and Africa Connected TV Growth Outlook by Country

- 11.7 Saudi Arabia Connected TV Market Size Outlook, \$ Million, 2018 to 2030
- 11.8 United Arab Emirates Connected TV Market Size Outlook, \$ Million, 2018 to 2030
- 11.9 South Africa Connected TV Market Size Outlook, \$ Million, 2018 to 2030
- 11.10. Rest of Middle East Connected TV Market Size Outlook, \$ Million, 2018 to 2030
- 11.11 Rest of Africa Connected TV Market Size Outlook, \$ Million, 2018 to 2030

12 COMPETITIVE LANDSCAPE

- 12.1 Competitive Scenario
- 12.2 Key Players
- 12.3 Company Profiles of Leading 10 Companies
- 12.4 Company Snapshot
- 12.5 Business Description of Leading Connected TV Companies
- 12.6 Connected TV Companies- Products and Services
- 12.7 Connected TV Companies- SWOT Analysis
- 12.8 Financial Profile

13 APPENDIX

- 13.1 List of Charts and Tables
- 13.2 Sources and Methodology
- 13.3 Conclusion and Future Remarks

Tables

TABLES AND CHARTS

Table 1: Global Connected TV Statistics, 2023

Exhibit 2: Research Methodology

Exhibit 3: Forecast Methodology

Table 4: Global Connected TV Market Size Forecast, 2021- 2030

Exhibit 5: Global Connected TV Outlook, year-on-year, %, 2021- 2030

Table 6: Global Connected TV Outlook by Type, \$ Million, 2021- 2030

Table 7: Global Connected TV Outlook by Product, \$ Million, 2021- 2030

Table 8: Global Connected TV Outlook by Application, \$ Million, 2021- 2030

Exhibit 9: Porter's Framework

Exhibit 10: SWOT Profile

Exhibit 11: Growth Outlook Scenario Analysis

Table 12: North America Connected TV Outlook by Type, 2021-2030

Table 13: North America Connected TV Outlook by Application, 2021-2030

Table 14: North America Connected TV Outlook by Product, 2021-2030

Table 15: North America Connected TV Outlook by Country, 2021-2030

Table 16: Europe Connected TV Outlook by Type, 2021-2030

Table 17: Europe Connected TV Outlook by Application, 2021-2030

Table 18: Europe Connected TV Outlook by Product, 2021-2030

Table 19: Europe Connected TV Outlook by Country, 2021-2030

Table 20: Asia Pacific Connected TV Outlook by Type, 2021-2030

Table 21: Asia Pacific Connected TV Outlook by Application, 2021-2030

Table 22: Asia Pacific Connected TV Outlook by Product, 2021-2030

Table 23: Asia Pacific Connected TV Outlook by Country, 2021-2030

Table 24: North America Connected TV Outlook by Type, 2021-2030

Table 25: South America Connected TV Outlook by Application, 2021-2030

Table 26: South America Connected TV Outlook by Product, 2021-2030

Table 27: South America Connected TV Outlook by Country, 2021-2030

Table 28: Middle East and Africa Connected TV Outlook by Type, 2021-2030

Table 29: Middle East and Africa Connected TV Outlook by Application, 2021-2030

Table 30: Middle East and Africa Connected TV Outlook by Product, 2021-2030

Table 31: Middle East and Africa Connected TV Outlook by Country, 2021-2030

Table 32: United States Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 33: United States Connected TV Outlook, year-on-year, %, 2021- 2030

Table 34: Canada Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 35: Canada Connected TV Outlook, year-on-year, %, 2021- 2030

Table 36: Mexico Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 37: Mexico Connected TV Outlook, year-on-year, %, 2021- 2030

Table 38: Germany Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 39: Germany Connected TV Outlook, year-on-year, %, 2021- 2030

Table 40: France Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 41: France Connected TV Outlook, year-on-year, %, 2021- 2030

Table 42: United Kingdom Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 43: United Kingdom Connected TV Outlook, year-on-year, %, 2021- 2030

Table 44: Spain Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 45: Spain Connected TV Outlook, year-on-year, %, 2021- 2030

Table 46: Italy Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 47: Italy Connected TV Outlook, year-on-year, %, 2021- 2030

Table 48: China Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 49: China Connected TV Outlook, year-on-year, %, 2021- 2030

Table 50: India Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 51: India Connected TV Outlook, year-on-year, %, 2021- 2030

Table 52: Japan Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 53: Japan Connected TV Outlook, year-on-year, %, 2021- 2030

Table 54: South Korea Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 55: South Korea Connected TV Outlook, year-on-year, %, 2021- 2030

Table 56: South East Asia Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 57: South East Asia Connected TV Outlook, year-on-year, %, 2021- 2030

Table 58: Australia Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 59: Australia Connected TV Outlook, year-on-year, %, 2021- 2030

Table 60: Brazil Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 61: Brazil Connected TV Outlook, year-on-year, %, 2021- 2030

Table 62: Argentina Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 63: Argentina Connected TV Outlook, year-on-year, %, 2021- 2030

Table 64: Saudi Arabia Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 65: Saudi Arabia Connected TV Outlook, year-on-year, %, 2021- 2030

Table 66: United Arab Emirates Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 67: United Arab Emirates Connected TV Outlook, year-on-year, %, 2021- 2030

Table 68: South Africa Connected TV Outlook, \$ Million, 2021- 2030

Exhibit 69: South Africa Connected TV Outlook, year-on-year, %, 2021- 2030

Table 70: Market Entropy

I would like to order

Product name: Connected TV Market Size, Share, Trends, Growth, Outlook, and Insights Report, 2023-
Industry Forecasts by Type, Application, Segments, Countries, and Companies, 2021-
2030

Product link: <https://marketpublishers.com/r/C72581710D00EN.html>

Price: US\$ 3,400.00 (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/C72581710D00EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form
below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms
& Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970