

South America Set Top Box Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Product (Cable, Satellite,

Market Report | 2022-10-10 | 120 pages | The Insight Partners

AVAILABLE LICENSES:

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

Report description:

The set-top box market in South America is expected to grow from US\$ 1,040.67 million in 2022 to US\$ 1,304.89 million by 2028. It is estimated to grow at a CAGR of 3.8% from 2022 to 2028.

The market's growth is mainly due to the growing need for next-generation STBs, which are integrated with internet-based services, television broadcasting, and video on demand (VoD) which also allows sharing on other devices, such as multi-room television networks and portable media players.

In the modern age, the media and entertainment sectors are undergoing a paradigm change, largely due to the emergence of various technologies and the convergence of digital technologies. With fresh features and content protection schemes, set-top box architectures are becoming more sophisticated. From offering separate cable and satellite boxes to hybrid boxes integrated with IP-based OTT services, the set-top box marketplace is undergoing a technological transition.

Furthermore, growing awareness regarding internet-based set-top boxes, such as Internet Protocol Television (IPTV) and OTT, has boosted product demand, more prominently in developing economies, wherein the number of tech-savvy people is increasing rapidly. As a result, conventional manufacturers of cable networks are focusing on the sales of specialized hybrid set-top boxes to their customers. Due to rising internet penetration and shifting regional content consumption habits, OTT and IPTV are gaining popularity. Integrating set-top boxes with OTT platforms to offer hybrid systems is a significant trend in the set-top box market.

South America Set Top Box Market Revenue and Forecast to 2028 (US\$ Million)

South America Set Top Box Market Segmentation

The South America set-top box market is segmented by product, content quality, and country. Based on product, the market is

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segmented into cable, satellite, IPTV, and others. The cable segment dominated the market in 2022. Based on content quality, the market is segmented into Standard Definition (SD), High-Definition (HD), and 4K. The High-Definition (HD) segment dominated the market in 2022. Based on country, the market is segmented into Brazil, Argentina, and the rest of South America. Further, Brazil dominated the market in 2022.

A few of the key players dominating the South America set-top box market are Advanced Digital Broadcast; Altech UEC; Commscope Inc.; Huawei Technologies Co., Ltd.; Humax Holdings; Kaonmedia Co., Ltd.; Sagemcom; Shenzhen Cozhou Electronics Co., Ltd (Coship); Skyworth Group Co., Ltd.; Technicolor SA; and Zinwell Corporation.

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