

## **Connected Tv Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The Connected TV market will register a CAGR of 13.7% during the forecast period. Connected smart TVs are accountable for transforming the television industry by offering a broad spectrum of innovative features through internet-connected services unavailable with traditional CRT televisions. These smart TVs have Wi-Fi capability or an Ethernet port that allows users to stay connected to the internet.

#### Key Highlights

Consumer viewing habits are shifting due to streaming media devices like Apple TV, Amazon Fire TV, and Google Chromecast. Several manufacturers collaborate with OTT (over-the-top) content and device suppliers to deliver built-in functionality without needing a set-top box. For instance, TCL Corporation and Roku Inc. collaborated to launch a 4K HDR Roku TV.?

In addition, makers of linked TVs are fighting for the newest advancements in user interface, content aggregation, and application development. For instance, smart TVs include an operating system that can run widgets and apps streaming videos and music. Smart TVs provide a wide range of sophisticated computing capabilities and connections, all set with unified internet capabilities. Consumers can currently search, talk, explore, share, update, and download material on smart TVs, propelling the demand for linked TVs.

Moreover, fast global digitization has substituted old TV screens for digitized and smart alternatives, propelling market development. Furthermore, growing consumer per capita earnings and convenient product accessibility in countries like the United States have boosted demand for smart connected TVs.

Additionally, the increasing significance of smart TV in the IoT ecosystem owing to features like ambient intelligence, automatic user assistance, and the rising disposable income of the people is further boosting the market growth.

Due to their resemblance to a computer or a smartphone, linked TVs might crash and freeze. Customers' growing worries about data breaches and unauthorized access to the camera or microphone brought on by internet connectivity may restrain the market expansion for connected TVs during the assessment period.

The COVID-19 pandemic has drastically affected the lifestyles and routines of all consumers. Shelter-in-place orders and work-at-home mandates have driven in-home video consumption to unprecedented levels. The growing number of smartphone

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

users in emerging economies has acted as a significant catalyst for smart connected TV as users look to continue their streaming content consumption on larger screens when at home.

## Connected TV Market Trends

### Smart TV Accounts for the Largest Market Share

Compared to traditional televisions, smart TVs are upgraded with cutting-edge capabilities and applications. Furthermore, Apple and Roku are creating operating systems specifically for smart TVs. For instance, WebOS by LG Electronics and Tizen, developed by Samsung Electronics Co. Ltd., allows customers to download programs from their stores and access online streaming applications.

As viewership of online material has grown dramatically in recent years due to high-speed broadband access has increased. Furthermore, the expanding electronics sector has started merging different technical advancements, including voice command and computational intelligence, with growing demand for intelligent gadgets, including smart connected TVs. Furthermore, viewers can now easily access popular OTT services like Netflix, Amazon Prime, and Hotstar, thanks to various smart TV brands employing Android as their operating system. Major Android applications like Facebook, Twitter, and Youtube are also accessible through the Android OS.

Additionally, with Bluetooth remotes, viewers may access voice commands on these TVs. For instance, the One-Flick remote from Sony has an integrated microphone that enables voice searches for anything. Android includes built-in games, music, and movies and its application store.

Besides, the easy availability of multiple streaming media devices, such as Apple TV, Amazon Fire TV, and Google Chrome cast, is estimated to change people's experiences and view patterns. It is set to further result in the rapid shift of manufacturers towards partnerships and collaborations with content providers and OTT device producers for developing inbuilt features in their TV sets.

### Asia Pacific Accounts For the Largest Market Share

The increasing net disposable income of consumers in Asia-Pacific has been a significant factor in the demand for smart TV. In addition, the rising popularity of OTT platforms, such as Amazon Prime Video, Netflix, HOOQ, and others, across this region further drives the market growth. For instance, in July last year, Panasonic announced the launch of its new range of made-in-India Android televisions, JX and JS series, with 11 unique models across 4K and Smart TV portfolios such as JX850, JX750, JX650, and JS650, among others, with a screen size ranging from 32-65 inches, targeted at enhancing the viewing experience for its customers. The new Android TV range supports the powerful OTT platforms available in India.

Furthermore, growing internet penetration contributes to an increase in smart TV sales, fueling market growth. Moreover, according to IBEF, the market size of the OTT video streaming market of India is predicted to reach USD 5 billion by 2023. India is projected to become one of the top 10 international OTT markets, with USD 823 million by the end of the current year. Households in India are on the verge of a transition, with a shift in preference from traditional TV sets to smart TV sets. The rising income levels, increased awareness, adoption of new technology, and increased internet penetration are attributed to changing the lifestyle of the middle-income population. Furthermore, government initiatives, particularly in tier-II and tier-III cities, are some of the critical factors expected to boost the expansion of the Indian smart TV market during the forecast period.

Moreover, the shifting customer preferences toward online content due to the increasing proliferation of high-speed internet in most areas of India provides an impetus to market growth. Significant investment flows by video streaming media companies, like Netflix and Amazon Prime, and Hotstar increased Pay-TV subscribers. Further, Daiwa recently announced the launch of a unique 4K UHD smart TV powered by webOS TV. The 50-inch smartTV is powered by webOS TV, with ThinQ AI voice assistance and Magic

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Remote.

## Connected TV Market Competitor Analysis

The Connected TV market includes several players. These large firms, holding a significant market share, concentrate on growing their international consumer base. Due to the recent surge in consumer interest, this industry is seen as a viable investment prospect. The businesses invest in emerging technology to develop substantial expertise that will provide them with a long-term competitive advantage.

November 2022 - Samsung India announced the launch of Frame TVs in India. The latest smart TVs come with customizable bezels, matte displays, and art modes.

July 2022 - LG Electronics has launched a range of AI ThinQ televisions with built-in Amazon Alexa, Google Assistant, and Apple AirPlay2 in India.

### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

### Table of Contents:

#### 1 INTRODUCTION

##### 1.1 Study Assumptions and Market Definition

##### 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

#### 4 MARKET INSIGHTS

##### 4.1 Market Overview

##### 4.2 Industry Stakeholder Analysis (Smart TV Manufacturers, Middleware providers, Streaming Media player vendors, Suppliers/Distributors, End-users)

##### 4.3 Connected TV - Technology Landscape (Smart TVs, Streaming Players, Gaming Consoles (for streaming)) - includes a market estimates and geographical view of the gaming consoles

##### 4.4 Industry Attractiveness - Porter's Five Forces Analysis

###### 4.4.1 Bargaining Power of Suppliers

###### 4.4.2 Bargaining Power of Buyers

###### 4.4.3 Threat of New Entrants

###### 4.4.4 Threat of Substitutes

###### 4.4.5 Intensity of Competitive Rivalry

##### 4.5 Assessment of the Impact of COVID-19 on the Market

#### 5 MARKET DYNAMICS

##### 5.1 Market Drivers

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.1.1 Growing internet penetration and anticipated shift from conventional TVs
- 5.1.2 Industry collaborations and favorable market conditions (shift from internet TV to smart TV)
- 5.2 Market Challenges
  - 5.2.1 Cost issues and competition from alternative mediums

## 6 MARKET SEGMENTATION

- 6.1 By Device
  - 6.1.1 Smart TV
    - 6.1.1.1 Smart TV Market Overview and Estimates (in million units, 2020-2027)
    - 6.1.1.2 Smart TV Market breakdown by key OS (Android, Tizen, WebOS, Roku, Firefox, etc.)
    - 6.1.1.3 Key shifts and trends in Smart TV Resolution - 4K, Ultra, 8K, etc.
  - 6.1.2 Streaming Media Player - Market Overview and Estimates (in million units, 2020-2027)
- 6.2 By Geography
  - 6.2.1 North America
    - 6.2.1.1 United States
    - 6.2.1.2 Canada
  - 6.2.2 Europe
    - 6.2.2.1 United Kingdom
    - 6.2.2.2 Germany
    - 6.2.2.3 France
    - 6.2.2.4 Rest of Europe
  - 6.2.3 Asia Pacific
    - 6.2.3.1 China
    - 6.2.3.2 India
    - 6.2.3.3 Japan
    - 6.2.3.4 Rest of Asia Pacific
  - 6.2.4 Latin America
  - 6.2.5 Middle East

## 7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
  - 7.1.1 Samsung Corporation
  - 7.1.2 LG Electronics
  - 7.1.3 Hisense
  - 7.1.4 TCL
  - 7.1.5 Sony Corporation
  - 7.1.6 Skyworth
  - 7.1.7 Vizio Inc.
  - 7.1.8 Haier Group
  - 7.1.9 Sharp Electronics
  - 7.1.10 Panasonic
  - 7.1.11 Xiaomi Corporation
  - 7.1.12 Amazon (streaming media player - Fire TV)
  - 7.1.13 Apple (streaming media player - Apple TV)
  - 7.1.14 Roku (streaming media player - Roku)
  - 7.1.15 Google (Chromecast)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

8 SMART TV - VENDOR MARKET SHARE ANALYSIS

9 STREAMING MEDIA PLAYERS - VENDOR MARKET SHARE ANALYSIS

10 INVESTMENT ANALYSIS & MARKET OUTLOOK

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Connected Tv Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

