

## **US Smart TV Market Forecast to 2030**

Market Report | 2023-05-25 | 103 pages | Market Research Future

### **AVAILABLE LICENSES:**

- Single User Price \$2950.00
- Enterprisewide Price \$5250.00

### **Report description:**

US Smart TV Market Forecast to 2030

#### Market Overview

This study on the US Smart TV Market provides detailed information on industry trends, market dynamics, market size, competitive landscape, and growth opportunities.

The rising popularity of video-on-demand service and the increased popularity of smart TV is expected to boost the growth of the smart TV market throughout the forecast period. Demand for online streaming has opened opportunities for service providers to venture into the Over the Top (OTT) platform and content distribution over the Internet, which is expected to propel the smart TV market during the assessment period. On the other hand, the taxation of smart TV will act as a market restraint, security and privacy issues, high cost of production, and changing customer preferences and content regulations is projected to pose a significant obstacle to the market's growth.

Over the years, smart TVs have gained popularity. Users can easily navigate between streaming services and social media on their TV, the same as they would on a smartphone, tablet, or computer. With the addition of voice commands, using these devices has become easier and more convenient. Smart TVs work well for gaming services, too. Picture quality and image sharpness are much better on a smart TV than on a regular TV. Some newer models of smart TVs have 4K Ultra HD content that provides high-quality pictures and sound.

#### Market Segmentation

Based on the resolution, the Smart TV Market has been divided into 4K UHD TV, Full HD TV, HDTV, and 8KTV. The Full HD TV resolution dominated the market in 2021 and was valued at USD 23.6 billion while 4K UHD TV to exhibit the highest CAGR of 21.2% during the review period.

By technology, the Smart TV Market has been segmented into LCD, LED OLED and QLED. Among these, the LED segment contributed the largest market share during the review period.

Based on screen type, the Smart TV Market has been divided into curved and flat screen. The flat screen dominated the market in 2021.

By screen size, the Smart TV Market has been segmented into 24 Inches, 32 Inches, 42 Inches, 55 Inches, 65 Inches, and Others. Among these, the 42 inches contributed the largest market share during the review period.

Based on the operating system, the Smart TV Market has been divided into Android, Tizen, WebOS, and Others. The Tizen dominated the market in 2021 and was valued at USD 23.2 billion while others to exhibit the highest CAGR of 19.4% during the

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

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

[www.scott's-international.com](http://www.scott's-international.com)

review period.

By distribution channel, the Smart TV Market has been segmented into online and offline. Among these, the online segment contributed the largest market share and exhibit the highest CAGR of 18.5% during the review period.

Based on end-user the Smart TV Market has been divided into residential, commercial, and others. The residential segment is expected exhibit the highest CAGR of 18.7% during the review period.

#### Major Players

The major vendors profiled in the study are Samsung Electronics, LG Electronics, Sony Corporation, TCL Corporation, Vizio, Inc, Toshiba Corporation, Apple, Inc., Panasonic Corporation, Hiaer, Hisense and Hitachi, Ltd.

#### COVID 19 Impacts

We are continuously tracking the impact of the COVID-19 pandemic on various industries and verticals within all domains. Our research reports include the same and help you understand the drop and rise, owing to the impact of COVID-19 on industries.

Also, we help you to identify the gap between the demand and supply of your interested market. Moreover, the report helps you with the analysis, amended government regulations, and many other useful insights.

### Table of Contents:

#### TABLE OF CONTENTS

1	EXECUTIVE SUMMARY	13
2	MARKET INTRODUCTION	15
2.1	DEFINITION	15
2.2	SCOPE OF THE STUDY	15
2.3	MARKET STRUCTURE	16
3	RESEARCH METHODOLOGY	17
4	MARKET DYNAMICS	23
4.1	INTRODUCTION	23
4.2	DRIVERS	24
4.2.1	RIISING POPULARITY OF VIDEO-ON-DEMAND SERVICE	24
4.2.2	INCREASED POPULARITY OF SMART TVS	24
4.2.3	DRIVERS IMPACT ANALYSIS	25
4.3	RESTRAINTS	25
4.3.1	TAXATION OF SMART TV WILL ACT A MARKET RESTRAIN	25
4.3.2	SECURITY AND PRIVACY ISSUES	26
4.3.3	HIGH COST OF PRODUCTION	26
4.3.4	CHANGING CUSTOMER PREFERENCES AND CONTENT REGULATIONS	26
4.3.5	RESTRAINTS IMPACT ANALYSIS	27
4.4	OPPORTUNITY	28
4.4.1	DEMAND FOR ONLINE STREAMING HAS OPENED OPPORTUNITIES FOR SERVICE PROVIDERS TO VENTURE INTO THE OVER THE TOP (OTT) PLATFORM AND CONTENT DISTRIBUTION OVER THE INTERNET	28
4.5	IMPACT OF COVID-19	28
4.5.1	ECONOMIC IMPACT ON THE OVERALL MANUFACTURING INDUSTRY	28
4.6	IMPACT ON THE US SMART TV MARKET	29
4.6.1	IMPACT ON SUPPLY CHAIN	29
4.6.2	PRICE VARIATION OF KEY RAW MATERIALS	30
5	MARKET FACTOR ANALYSIS	31
5.1	VALUE CHAIN ANALYSIS	31
5.1.1	HARDWARE MANUFACTURERS	31

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

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

www.scotts-international.com

5.1.2	PLATFORM DEVELOPERS	32
5.1.3	TECHNOLOGY PROVIDERS	32
5.1.4	SYSTEM INTEGRATORS	32
5.1.5	DISTRIBUTORS/RESELLERS	32
5.1.6	END USERS	32
5.2	PORTER'S FIVE FORCES MODEL	33
5.2.1	THREAT OF NEW ENTRANTS	33
5.2.2	BARGAINING POWER OF SUPPLIERS	34
5.2.3	THREAT OF SUBSTITUTES	34
5.2.4	BARGAINING POWER OF BUYERS	34
5.2.5	INTENSITY OF RIVALRY	34
6	US SMART TV MARKET, BY RESOLUTION	35
6.1	OVERVIEW	35
6.1.1	US SMART TV MARKET, BY RESOLUTION, 2018-2030	36
6.2	4K UHD TV	36
6.3	FULL HD TV	36
6.4	HDTV	36
6.5	8KTV	36
7	US SMART TV MARKET, BY TECHNOLOGY	37
7.1	OVERVIEW	37
7.1.1	US SMART TV MARKET, BY TECHNOLOGY, 2018-2030	38
7.2	LCD	38
7.3	LED	38
7.4	OLED	38
7.5	QLED	39
8	US SMART TV MARKET, BY SCREEN TYPE	40
8.1	OVERVIEW	40
8.1.1	US SMART TV MARKET, BY SCREEN TYPE SIZE, 2018-2030	41
8.2	CURVED SCREEN	41
8.3	FLAT SCREEN	41
9	US SMART TV MARKET, BY SCREEN SIZE	42
9.1	OVERVIEW	42
9.1.1	US SMART TV MARKET, BY SCREEN SIZE, 2018-2030	43
9.2	24 INCHES	43
9.3	32 INCHES	43
9.4	42 INCHES	43
9.5	55 INCHES	43
9.6	65 INCHES	44
9.7	OTHERS	44
10	US SMART TV MARKET, BY OPERATING SYSTEM	45
10.1	OVERVIEW	45
10.1.1	US SMART TV MARKET, BY OPERATING SYSTEM, 2018-2030	46
10.2	ANDROID	46
10.3	TIZEN	46
10.4	WEBOS	46
10.5	OTHERS	47
11	US SMART TV MARKET, BY DISTRIBUTION CHANNEL	48

**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)

11.1	OVERVIEW	48
11.1.1	US SMART TV MARKET, BY DISTRIBUTION CHANNEL, 2018-2030	49
11.2	ONLINE	49
11.3	OFFLINE	49
12	US SMART TV MARKET, BY END-USER	50
12.1	OVERVIEW	50
12.1.1	US SMART TV MARKET, BY END-USER, 2018-2030	51
12.2	RESIDENTIAL	51
12.3	COMMERCIAL	51
12.4	OTHERS	51
13	US SMART TV, ADDITIONAL CUSTOMIZATION	52
13.1	US SMART TV MARKET, (NO RESTRICTIONS ON END-USERS) BY RESOLUTION, 2018-2030	52
13.2	US SMART TV MARKET, (NO RESTRICTIONS ON END-USERS) BY SCREEN SIZE, 2018-2030	52
13.3	PC GAMER IN UNITED STATE, BY RESOLUTION, 2018-2030 (%)	52
13.4	PC GAMER IN UNITED STATE, BY SCREEN SIZE, 2018-2030 (%)	53
13.5	SONY PLAYSTATION GAMER IN UNITED STATE, BY RESOLUTION, 2018-2030 (%)	53
13.6	SONY PLAYSTATION GAMER IN UNITED STATE, BY SCREEN SIZE, 2018-2030 (%)	53
13.7	XBOX GAMER IN UNITED STATE, BY RESOLUTION, 2018-2030 (%)	54
13.8	XBOX GAMER IN UNITED STATE, BY SCREEN SIZE, 2018-2030 (%)	54
14	COMPETITIVE LANDSCAPE	55
14.1	COMPETITIVE BENCHMARKING	56
14.1.1	US SMART TV MARKET: COMPETITIVE BENCHMARKING	56
14.2	VENDOR SHARE ANALYSIS	57
14.2.1	US SMART TV MARKET: COMPETITIVE BENCHMARKING	57
14.3	RECENT DEVELOPMENTS	57
14.3.1	PRODUCT DEVELOPMENT/ANNOUNCEMENT	57
14.3.2	PARTNERSHIPS/AGREEMENTS/CONTRACTS/COLLABORATIONS	60
15	COMPANY PROFILE	61
15.1	LG ELECTRONICS	61
15.1.1	COMPANY OVERVIEW	61
15.1.2	FINANCIAL OVERVIEW	62
15.1.3	PRODUCTS/SOLUTIONS/SERVICES OFFERED	63
15.1.4	KEY DEVELOPMENTS	64
15.1.5	SWOT ANALYSIS	65
15.1.6	KEY STRATEGIES	65
15.2	PANASONIC CORPORATION	66
15.2.1	COMPANY OVERVIEW	66
15.2.2	FINANCIAL OVERVIEW	67
15.2.3	PRODUCTS/SOLUTIONS/SERVICES OFFERED	68
15.2.4	KEY DEVELOPMENTS	68
15.2.5	SWOT ANALYSIS	69
15.2.6	KEY STRATEGIES	69
15.3	SONY CORPORATION	70
15.3.1	COMPANY OVERVIEW	70
15.3.2	FINANCIAL OVERVIEW	71
15.3.3	PRODUCTS/SOLUTIONS/SERVICES OFFERED	72
15.3.4	KEY DEVELOPMENTS	72

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

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

www.scotts-international.com

15.3.5	SWOT ANALYSIS	73
15.3.6	KEY STRATEGIES	73
15.4	HAIER ELECTRONICS GROUP CO., LTD.	74
15.4.1	COMPANY OVERVIEW	74
15.4.2	FINANCIAL OVERVIEW	75
15.4.3	PRODUCTS/SOLUTIONS/SERVICES OFFERED	76
15.4.4	KEY DEVELOPMENTS	77
15.4.5	SWOT ANALYSIS	77
15.4.6	KEY STRATEGIES	77
15.5	TCL CORPORATION	78
15.5.1	COMPANY OVERVIEW	78
15.5.2	FINANCIAL OVERVIEW	79
15.5.3	PRODUCTS/SOLUTIONS/SERVICES OFFERED	80
15.5.4	KEY DEVELOPMENTS	80
15.5.5	SWOT ANALYSIS	81
15.5.6	KEY STRATEGIES	81
15.6	SAMSUNG ELECTRONICS CO., LTD	82
15.6.1	COMPANY OVERVIEW	82
15.6.2	FINANCIAL OVERVIEW	83
15.6.3	PRODUCTS OFFERED	83
15.6.4	KEY DEVELOPMENTS	84
15.6.5	SWOT ANALYSIS	85
15.6.6	KEY STRATEGIES	85
15.7	APPLE INC.	86
15.7.1	COMPANY OVERVIEW	86
15.7.2	FINANCIAL OVERVIEW	87
15.7.3	PRODUCTS OFFERED	87
15.7.4	KEY DEVELOPMENTS	87
15.7.5	SWOT ANALYSIS	88
15.7.6	KEY STRATEGIES	88
15.8	TOSHIBA CORPORATION	89
15.8.1	COMPANY OVERVIEW	89
15.8.2	FINANCIAL OVERVIEW	90
15.8.3	PRODUCTS OFFERED	91
15.8.4	KEY DEVELOPMENTS	91
15.8.5	SWOT ANALYSIS	91
15.8.6	KEY STRATEGIES	92
15.9	HITACHI LTD.	93
15.9.1	COMPANY OVERVIEW	93
15.9.2	FINANCIAL OVERVIEW	94
15.9.3	PRODUCTS OFFERED	95
15.9.4	KEY DEVELOPMENTS	95
15.9.5	SWOT ANALYSIS	95
15.9.6	KEY STRATEGIES	96
15.10	HISENSE	97
15.10.1	COMPANY OVERVIEW	97
15.10.2	FINANCIAL OVERVIEW	98

**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)

15.10.3	PRODUCTS OFFERED	98
15.10.4	KEY DEVELOPMENTS	99
15.10.5	KEY STRATEGIES	99
15.11	VIZIO HOLDING CORP., INC.	100
15.11.1	COMPANY OVERVIEW	100
15.11.2	FINANCIAL OVERVIEW	101
15.11.3	PRODUCTS/SOLUTIONS/SERVICES OFFERED	102
15.11.4	KEY DEVELOPMENTS	102
15.11.5	SWOT ANALYSIS	103
15.11.6	KEY STRATEGIES	103
?		

## US Smart TV Market Forecast to 2030

Market Report | 2023-05-25 | 103 pages | Market Research Future

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 Price	\$2950.00
	Enterprisewide Price	\$5250.00
		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="2026-02-06"/>
		Signature	<input type="text"/>

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

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

www.scotts-international.com