

US Smart TV Market Research Report Forecast to 2030

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Report description:

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A smart TV, also known as a connected TV (CTV), is a traditional television set with integrated Internet and interactive Web 2.0 features, which allows users to stream music and videos, browse the Internet, and view photos. Smart TVs are a technological convergence of computers, televisions, and digital media players. Besides the traditional functions of television sets provided through traditional broadcasting media, these devices can provide access to over-the-top media services such as streaming television and internet radio, along with home networking access. The technology that enables smart TVs is also incorporated in external devices such as set-top boxes and some Blu-ray players, game consoles, digital media players, hotel television systems, smartphones, and other network-connected interactive devices that utilize television-type display outputs.

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, 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 are projected to pose a significant obstacle to the market's growth.

Market Segmentation

This research report categorizes the US Smart TV Market by resolution, technology, screen type, screen size, operating system, distribution channel and end-user.

Based on the resolution, the Smart TV Market has been divided into 4K UHD TV, Full HD TV, HDTV, and 8KTV. The 4K UHD TV is likely 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 screens. The flat screen dominated the market in 2021. By screen size, the Market has been segmented into 24 Inches, 32 Inches, 42 Inches, 55 Inches, 65 Inches, and Others. 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 exhibit the highest CAGR of 19.4% during the

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review period.

By distribution channel, the Smart TV Market has been segmented into online and offline. Based on end-user the Smart TV Market has been divided into residential, commercial, and others. The residential segment dominated the market in 2021 and was valued at USD 38.8 billion while commercial to 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.?

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