

## **Global Connected Living Room Market Report and Forecast 2024-2032**

Market Report | 2023-12-07 | 157 pages | EMR Inc.

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### **Report description:**

Global Connected Living Rooms Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global connected living rooms market is projected to grow at a CAGR of 8.7% between 2024 and 2032. Aided by the rising demand for integrated entertainment systems and the proliferation of smart home devices, the market is expected to grow significantly by 2032.

Connected living rooms refer to the integrated digital ecosystem within a household's primary recreational space, where multiple devices, such as smart TVs, home theatre systems, and gaming consoles, connect seamlessly through the Internet. This connectivity facilitates streamlined control, content sharing, and interaction across devices, offering an enhanced, immersive user experience.

The primary driver for the connected living rooms market growth is the exponential increase in the consumption of digital content. As broadband connectivity becomes ubiquitous and more affordable, there has been a marked uptick in the global appetite for online entertainment, spanning streaming platforms, multi-player gaming, and virtual reality experiences.

Additionally, technological advancements, particularly on the Internet of Things (IoT) domain, is one of the crucial connected living rooms market trends. Today's connected living rooms are equipped with sophisticated devices that can be controlled through voice commands, gestures, or centralised smart home hubs. These integrations allow for a seamless, intuitive interaction with technology, enhancing user convenience.

The rise of smart home technologies has further spurred the growth of the market. As consumers worldwide adopt smart lighting, heating, and security systems, there is a natural inclination to integrate entertainment and recreational devices into the same ecosystem. As per the connected living rooms market analysis, this convergence is leading to living spaces that can adapt to moods, events, or scenarios, all controlled through a single interface.

Furthermore, the adoption of 4K, 8K, and OLED technologies in televisions and the proliferation of high-definition audio systems have revolutionised the entertainment experience in connected living rooms. Users are now seeking unified platforms where their ultra-high-definition visual content can effortlessly sync with surround sound audio, creating an immersive, theatre-like experience in the comfort of their homes.

Another significant trend propelling the connected living rooms market demand is the global shift towards cloud-based services.

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As households increasingly rely on cloud platforms for storage, streaming, and gaming, connected living rooms have become the focal point for this interaction.

#### Market Segmentation □

The market can be divided based on components, product type, application, and region.

#### Market Breakup by Components

- Sensors
- Thermostats
- Cameras
- Data Storage System
- Communication Device
- Others

#### Market Breakup by Product Type

- Consumer Computing
- TV System
- Gaming Consoles
- Security System
- Smart Plugs
- Wireless Speakers
- Others

#### Market Breakup by Application

- Video Streaming
- Audio Streaming
- Gaming
- Others

#### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global connected living rooms market. Some of the major players explored in the report by Expert Market Research are as follows:

- Hitachi, Ltd.
- Toshiba Corporation
- Google Inc.
- LG Electronic
- Panasonic Corporation
- Amazon Inc.
- Others

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