

Streaming Media Device Market: Global Industry Analysis, Trends, Market Size, and Forecasts up to 2030

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Report description:

The report on the global streaming media device market provides qualitative and quantitative analysis for the period from 2021-2030. The global streaming media device market was valued at USD 12.74 billion in 2022 and is expected to reach USD 54.58 billion in 2030, with a CAGR of 17.45% during the forecast period 2023-2030. The study on streaming media device market covers the analysis of the leading geographies such as North America, Europe, Asia Pacific, and RoW for the period of 2021-2030. A streaming media device is a hardware gadget or a software application designed for the purpose of streaming digital audio and video content from the internet to a television or other display screens. These devices and applications empower users to access a diverse array of online content, including movies, TV shows, music, and live broadcasts, all without the necessity of traditional cable or satellite television services. Streaming media players typically come equipped with built-in Wi-Fi or Ethernet connectivity to facilitate internet content access. They support a variety of streaming apps and platforms such as Netflix, Amazon Prime Video, Hulu, Disney+, and YouTube, among others, contingent on the manufacturer and model. These devices often feature user-friendly interfaces or graphical menus that simplify content browsing and selection. Reliable internet connectivity is one of the main drivers of the streaming media devices market. Owing to the widespread availability of high-speed internet connections, such as broadband and fiber-optic networks, streaming high-quality video content is now possible without any buffering or disruptions. In addition, streaming media players provide access to a wide range of on-demand content, including movies, TV series, documentaries, and original programming. This empowers consumers to enjoy their chosen content at their convenience, unrestricted by the limitations imposed by traditional television schedules.

Media streamers, also known as streaming media players or streaming devices, are hardware devices or software applications designed to facilitate the streaming of digital audio and video content from the internet to your television or other display screens. These devices and applications enable users to access a wide variety of online content, including movies, TV shows, music, live broadcasts, and more, without the need for traditional cable or satellite television services. media streamers are dominating the streaming media device market. these devices, such as roku, amazon fire tv, google chromecast, and apple tv, is projected to hold a significant share of the market. they are popular due to their ease of use, affordability, versatility, and compatibility with a wide range of televisions.

North America is projected to hold a substantial market share in the global streaming media device market, closely followed by

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the Asia Pacific region. North America holds a prominent position in this market due to various key factors, such as the region exhibits a robust adoption rate of streaming services, including popular platforms like Netflix, Amazon Prime Video, Hulu, Disney+, and others. This early and widespread adoption has resulted in a significant demand for streaming media devices. Furthermore, North America boasts a relatively tech-savvy population, characterized by high levels of internet penetration. This tech-savvy demographic has facilitated a seamless transition for consumers from traditional cable and satellite TV services to streaming media devices, owing to their familiarity with digital technologies and online content consumption.

Report Findings

1) Drivers

- Reliable internet connectivity is one of the prominent drivers of the streaming media device market.
- The affordability of streaming media devices is driving the market.

2) Restraints

- Limitations of bandwidth and stringent regulations related to piracy and illegal streaming are expected to hamper the growth of the market.

3) Opportunities

- The growing demand for cloud-based services and solutions and research and development activities by the manufacturers to introduce upgraded streaming devices with higher resolutions like 8k, are providing some lucrative opportunities to the streaming media device market.

Research Methodology

A) Primary Research

Our primary research involves extensive interviews and analysis of the opinions provided by the primary respondents. The primary research starts with identifying and approaching the primary respondents, the primary respondents are approached include

1. Key Opinion Leaders associated with Infinium Global Research
2. Internal and External subject matter experts
3. Professionals and participants from the industry

Our primary research respondents typically include

1. Executives working with leading companies in the market under review
2. Product/brand/marketing managers
3. CXO level executives
4. Regional/zonal/ country managers
5. Vice President level executives.

B) Secondary Research

Secondary research involves extensive exploring through the secondary sources of information available in both the public domain and paid sources. At Infinium Global Research, each research study is based on over 500 hours of secondary research accompanied by primary research. The information obtained through the secondary sources is validated through the crosscheck on various data sources.

The secondary sources of the data typically include

1. Company reports and publications
2. Government/institutional publications
3. Trade and associations journals
4. Databases such as WTO, OECD, World Bank, and among others.
5. Websites and publications by research agencies

Segment Covered

The global streaming media device market is segmented on the basis of device type, resolution, application, and end-use.

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The Global Streaming Media Device Market by Device Type

- Gaming Consoles
- Media Streamers

The Global Streaming Media Device Market by Resolution

- 720p
- 1080p
- 4K

The Global Streaming Media Device Market by Application

- Gaming
- Audio or Video Entertainment
- E Learning
- Others

The Global Streaming Media Device Market by End-use

- Commercial
- Residential

Company Profiles

The companies covered in the report include

- APPLE INC.
- SAMSUNG
- Roku, Inc.
- HUMAX Electronics Co., Ltd.
- LG ELECTRONICS
- XIAOMI CORPORATION
- Microsoft Corporation
- Google
- Amazon.com, Inc
- Intel Corporation

What does this Report Deliver?

1. Comprehensive analysis of the global as well as regional markets of the streaming media device market.
2. Complete coverage of all the segments in the streaming media device market to analyze the trends, developments in the global market and forecast of market size up to 2030.
3. Comprehensive analysis of the companies operating in the global streaming media device market. The company profile includes analysis of product portfolio, revenue, SWOT analysis and latest developments of the company.
4. IGR- Growth Matrix presents an analysis of the product segments and geographies that market players should focus to invest, consolidate, expand and/or diversify.

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