

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

Market Report | 2023-12-27 | 300 pages | Infinium Global Research and Consulting Solutions

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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, are 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.

#### **Table of Contents:**

##### Table of Content

##### Chapter 1. Preface

##### 1.1.□Report Description

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- 1.2.□Research Methods
- 1.3.□Research Approaches

## Chapter 2. Executive Summary

- 2.1.□Streaming Media Device Market Highlights
- 2.2.□Streaming Media Device Market Projection
- 2.3.□Streaming Media Device Market Regional Highlights

## Chapter 3. Global Streaming Media Device Market Overview

- 3.1.□Introduction
- 3.2.□Market Dynamics
  - 3.2.1.□Drivers
  - 3.2.2.□Restraints
  - 3.2.3.□Opportunities
- 3.3.□Porter's Five Forces Analysis
- 3.4.□IGR-Growth Matrix Analysis
  - 3.4.1.□IGR-Growth Matrix Analysis by Device Type
  - 3.4.2.□IGR-Growth Matrix Analysis by Resolution
  - 3.4.3.□IGR-Growth Matrix Analysis by Application
  - 3.4.4.□IGR-Growth Matrix Analysis by End-use
  - 3.4.5.□IGR-Growth Matrix Analysis by Region
- 3.5.□Value Chain Analysis of Streaming Media Device Market

## Chapter 4. Streaming Media Device Market Macro Indicator Analysis

## Chapter 5. Company Profiles and Competitive Landscape

- 5.1.□Competitive Landscape in the Global Streaming Media Device Market
- 5.2.□Companies Profiles
  - 5.2.1.□APPLE INC.
  - 5.2.2.□SAMSUNG
  - 5.2.3.□Roku, Inc.
  - 5.2.4.□HUMAX Electronics Co., Ltd.
  - 5.2.5.□LG ELECTRONICS
  - 5.2.6.□XIAOMI CORPORATION
  - 5.2.7.□Microsoft Corporation
  - 5.2.8.□Google
  - 5.2.9.□Amazon.com, Inc
  - 5.2.10.□Intel Corporation

## Chapter 6. Global Streaming Media Device Market by Device Type

- 6.1.□Gaming Consoles
- 6.2.□Media Streamers

## Chapter 7. Global Streaming Media Device Market by Resolution

- 7.1.□720p
- 7.2.□1080p
- 7.3.□4K

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## Chapter 8. Global Streaming Media Device Market by Application

### 8.1. Gaming

### 8.2. Audio or Video Entertainment

### 8.3. E Learning

### 8.4. Others

## Chapter 9. Global Streaming Media Device Market by End-use

### 9.1. Commercial

### 9.2. Residential

## Chapter 10. Global Streaming Media Device Market by Region 2023-2030

### 10.1. North America

#### 10.1.1. North America Streaming Media Device Market by Device Type

#### 10.1.2. North America Streaming Media Device Market by Resolution

#### 10.1.3. North America Streaming Media Device Market by Application

#### 10.1.4. North America Streaming Media Device Market by End-use

#### 10.1.5. North America Streaming Media Device Market by Country

##### 10.1.5.1. The U.S. Streaming Media Device Market

###### 10.1.5.1.1. The U.S. Streaming Media Device Market by Device Type

###### 10.1.5.1.2. The U.S. Streaming Media Device Market by Resolution

###### 10.1.5.1.3. The U.S. Streaming Media Device Market by Application

###### 10.1.5.1.4. The U.S. Streaming Media Device Market by End-use

##### 10.1.5.2. Canada Streaming Media Device Market

###### 10.1.5.2.1. Canada Streaming Media Device Market by Device Type

###### 10.1.5.2.2. Canada Streaming Media Device Market by Resolution

###### 10.1.5.2.3. Canada Streaming Media Device Market by Application

###### 10.1.5.2.4. Canada Streaming Media Device Market by End-use

##### 10.1.5.3. Mexico Streaming Media Device Market

###### 10.1.5.3.1. Mexico Streaming Media Device Market by Device Type

###### 10.1.5.3.2. Mexico Streaming Media Device Market by Resolution

###### 10.1.5.3.3. Mexico Streaming Media Device Market by Application

###### 10.1.5.3.4. Mexico Streaming Media Device Market by End-use

### 10.2. Europe

#### 10.2.1. Europe Streaming Media Device Market by Device Type

#### 10.2.2. Europe Streaming Media Device Market by Resolution

#### 10.2.3. Europe Streaming Media Device Market by Application

#### 10.2.4. Europe Streaming Media Device Market by End-use

#### 10.2.5. Europe Streaming Media Device Market by Country

##### 10.2.5.1. Germany Streaming Media Device Market

###### 10.2.5.1.1. Germany Streaming Media Device Market by Device Type

###### 10.2.5.1.2. Germany Streaming Media Device Market by Resolution

###### 10.2.5.1.3. Germany Streaming Media Device Market by Application

###### 10.2.5.1.4. Germany Streaming Media Device Market by End-use

##### 10.2.5.2. United Kingdom Streaming Media Device Market

###### 10.2.5.2.1. United Kingdom Streaming Media Device Market by Device Type

###### 10.2.5.2.2. United Kingdom Streaming Media Device Market by Resolution

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- 10.2.5.2.3.□United Kingdom Streaming Media Device Market by Application
- 10.2.5.2.4.□United Kingdom Streaming Media Device Market by End-use
- 10.2.5.3.□France Streaming Media Device Market
  - 10.2.5.3.1.□France Streaming Media Device Market by Device Type
  - 10.2.5.3.2.□France Streaming Media Device Market by Resolution
  - 10.2.5.3.3.□France Streaming Media Device Market by Application
  - 10.2.5.3.4.□France Streaming Media Device Market by End-use
- 10.2.5.4.□Italy Streaming Media Device Market
  - 10.2.5.4.1.□Italy Streaming Media Device Market by Device Type
  - 10.2.5.4.2.□Italy Streaming Media Device Market by Resolution
  - 10.2.5.4.3.□Italy Streaming Media Device Market by Application
  - 10.2.5.4.4.□Italy Streaming Media Device Market by End-use
- 10.2.5.5.□Rest of Europe Streaming Media Device Market
  - 10.2.5.5.1.□Rest of Europe Streaming Media Device Market by Device Type
  - 10.2.5.5.2.□Rest of Europe Streaming Media Device Market by Resolution
  - 10.2.5.5.3.□Rest of Europe Streaming Media Device Market by Application
  - 10.2.5.5.4.□Rest of Europe Streaming Media Device Market by End-use
- 10.3.□Asia Pacific
  - 10.3.1.□Asia Pacific Streaming Media Device Market by Device Type
  - 10.3.2.□Asia Pacific Streaming Media Device Market by Resolution
  - 10.3.3.□Asia Pacific Streaming Media Device Market by Application
  - 10.3.4.□Asia Pacific Streaming Media Device Market by End-use
  - 10.3.5.□Asia Pacific Streaming Media Device Market by Country
    - 10.3.5.1.□China Streaming Media Device Market
      - 10.3.5.1.1.□China Streaming Media Device Market by Device Type
      - 10.3.5.1.2.□China Streaming Media Device Market by Resolution
      - 10.3.5.1.3.□China Streaming Media Device Market by Application
      - 10.3.5.1.4.□China Streaming Media Device Market by End-use
    - 10.3.5.2.□Japan Streaming Media Device Market
      - 10.3.5.2.1.□Japan Streaming Media Device Market by Device Type
      - 10.3.5.2.2.□Japan Streaming Media Device Market by Resolution
      - 10.3.5.2.3.□Japan Streaming Media Device Market by Application
      - 10.3.5.2.4.□Japan Streaming Media Device Market by End-use
    - 10.3.5.3.□India Streaming Media Device Market
      - 10.3.5.3.1.□India Streaming Media Device Market by Device Type
      - 10.3.5.3.2.□India Streaming Media Device Market by Resolution
      - 10.3.5.3.3.□India Streaming Media Device Market by Application
      - 10.3.5.3.4.□India Streaming Media Device Market by End-use
    - 10.3.5.4.□South Korea Streaming Media Device Market
      - 10.3.5.4.1.□South Korea Streaming Media Device Market by Device Type
      - 10.3.5.4.2.□South Korea Streaming Media Device Market by Resolution
      - 10.3.5.4.3.□South Korea Streaming Media Device Market by Application
      - 10.3.5.4.4.□South Korea Streaming Media Device Market by End-use
    - 10.3.5.5.□Australia Streaming Media Device Market
      - 10.3.5.5.1.□Australia Streaming Media Device Market by Device Type
      - 10.3.5.5.2.□Australia Streaming Media Device Market by Resolution
      - 10.3.5.5.3.□Australia Streaming Media Device Market by Application

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- 10.3.5.5.4. □Australia Streaming Media Device Market by End-use
- 10.3.5.6. □Rest of Asia-Pacific Streaming Media Device Market
  - 10.3.5.6.1. □Rest of Asia-Pacific Streaming Media Device Market by Device Type
  - 10.3.5.6.2. □Rest of Asia-Pacific Streaming Media Device Market by Resolution
  - 10.3.5.6.3. □Rest of Asia-Pacific Streaming Media Device Market by Application
  - 10.3.5.6.4. □Rest of Asia-Pacific Streaming Media Device Market by End-use
- 10.4. □RoW
  - 10.4.1. □RoW Streaming Media Device Market by Device Type
  - 10.4.2. □RoW Streaming Media Device Market by Resolution
  - 10.4.3. □RoW Streaming Media Device Market by Application
  - 10.4.4. □RoW Streaming Media Device Market by End-use
  - 10.4.5. □RoW Streaming Media Device Market by Sub-region
    - 10.4.5.1. □Latin America Streaming Media Device Market
      - 10.4.5.1.1. □Latin America Streaming Media Device Market by Device Type
      - 10.4.5.1.2. □Latin America Streaming Media Device Market by Resolution
      - 10.4.5.1.3. □Latin America Streaming Media Device Market by Application
      - 10.4.5.1.4. □Latin America Streaming Media Device Market by End-use
    - 10.4.5.2. □Middle East Streaming Media Device Market
      - 10.4.5.2.1. □Middle East Streaming Media Device Market by Device Type
      - 10.4.5.2.2. □Middle East Streaming Media Device Market by Resolution
      - 10.4.5.2.3. □Middle East Streaming Media Device Market by Application
      - 10.4.5.2.4. □Middle East Streaming Media Device Market by End-use
    - 10.4.5.3. □Africa Streaming Media Device Market
      - 10.4.5.3.1. □Africa Streaming Media Device Market by Device Type
      - 10.4.5.3.2. □Africa Streaming Media Device Market by Resolution
      - 10.4.5.3.3. □Africa Streaming Media Device Market by Application
      - 10.4.5.3.4. □Africa Streaming Media Device Market by End-use

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