

## **United States Set-Top Box Market Report and Forecast 2024-2032**

Market Report | 2024-04-16 | 174 pages | EMR Inc.

### **AVAILABLE LICENSES:**

- Single User License \$2999.00
- Five User License \$3999.00
- Corporate License \$4999.00

### **Report description:**

United States Set-Top Box Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United States set-top box market size reached a value of USD 1.74 billion in 2023. Aided by the steady demand for high-definition (HD) and ultra-high-definition (UHD) content among American consumers, the market is projected to further grow at a CAGR of 1.3% between 2024 and 2032 to reach a value of USD 1.96 billion by 2032.

Set-top boxes (STBs) serve as a crucial interface between the broadcast signal and television, enabling the decoding of satellite, cable, and broadband Internet signals into content viewable on TV screens. These devices have become indispensable in American households, facilitating access to a wide array of digital broadcasting services, including streaming, on-demand video, and interactive television.

As per the United States set-top box market analysis, there is a growing trend of integrating smart functionalities into set-top boxes, transforming them into connected devices that offer streaming services, internet access, and home automation features, alongside traditional broadcasting. With consumers demanding higher video quality, there is a significant push towards 4K and 8K UHD set-top boxes. These devices support superior picture quality, catering to the increasing availability of UHD content.

The surge in OTT platform subscriptions in the set-top box market in the United States has led to the development of set-top boxes that seamlessly integrate OTT services, allowing users to access a wide range of content from various providers through a single device. The expansion of 5G and the adoption of Wi-Fi 6 are enhancing the streaming capabilities of set-top boxes, providing faster and more reliable connections for streaming high-bandwidth content.

The market is witnessing a shift towards cloud-based set-top box services, where traditional functions of the set-top box are virtualised and delivered over the cloud. As per the United States set-top box market outlook, this approach offers several advantages, including cost savings for operators, the ability to update and add new services remotely, and reduced reliance on physical hardware by consumers. With the rising concerns over data privacy and cybersecurity, there is also a growing emphasis on enhancing the security features of set-top boxes. Manufacturers are incorporating advanced encryption methods, secure boot processes, and regular software updates to protect user data and prevent unauthorised access to content.

As voice assistants like Amazon Alexa, Google Assistant, and Apple Siri become more prevalent in households, there is an

**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)

increasing demand for set-top boxes with built-in voice control capabilities, which contributes to the United States set-top box market share. Consumers are seeking devices that allow them to search for content, control playback, and interact with other smart home devices using voice commands. Integration of AI technologies further enhances content discovery and recommendations, providing a more personalised viewing experience.

The market is characterised by its diverse and mature nature, with significant demand across all states. Key regions include the tech-savvy West Coast, led by California, which is a hub for innovation and early adoption of advanced technologies. The East Coast, particularly New York and Florida, also represents a significant market propelling the United States set-top box market growth, due to high consumption rates of digital content and a large number of cable and satellite TV subscribers.

The market is highly competitive, featuring a mix of domestic and international manufacturers. International companies are at the forefront of the market, offering a range of set-top boxes that cater to varying consumer preferences and technological requirements. These companies are continuously innovating, focusing on research and development to introduce next-generation set-top boxes that incorporate the latest technologies and propel the United States set-top box market expansion.

#### Market Segmentation □

The market can be divided based on product, content quality, operating system, distribution channel, application, and region.

#### Market Breakup by Product

- Satellite
- IPTV
- Cable
- DTT
- OTT

#### Market Breakup by Content Quality

- HD and Full HD
- 4k and Above

#### Market Breakup by Operating System

- Android
- Linux
- Others

#### Market Breakup by Distribution Channel

- Offline
- Online

#### Market Breakup by Application

- Residential
- Commercial

#### Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

#### 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 United States set-top box market. Some of the major players explored in the report by Expert Market Research are as follows:

- Commscope Holding Company Inc.

**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)

- []Vantiva SA
- []HUMAX Electronics Co., Ltd.
- []ZTE Corp.
- []Sagemcom Broadband SAS
- []Kaonmedia Co., Ltd.
- []Evolution Digital, LLC
- []EchoStar Corporation
- []Samsung Electronics Co. Ltd.
- []LG Corp.
- []Others

#### About Us

Acquire unparalleled access to critical industry insights with our comprehensive market research reports, meticulously prepared by a team of seasoned experts. These reports are designed to equip decision-makers with an in-depth understanding of prevailing market trends, competitive landscapes, and growth opportunities.

Our high-quality, data-driven analysis provides the essential framework for organisations seeking to make informed and strategic decisions in an increasingly complex and rapidly evolving business environment. By investing in our market research reports, you can ensure your organisation remains agile, proactive, and poised for success in today's competitive market.

Don't miss the opportunity to elevate your business intelligence and strengthen your strategic planning. Secure your organisation's future success by acquiring one of our Expert Market Research reports today.

\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

#### Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
  - 3.1 Market Definition and Outlook
  - 3.2 Properties and Applications
  - 3.3 Market Analysis
  - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
  - 5.1 Overview
  - 5.2 Key Drivers
  - 5.3 Key Developments
  - 5.4 Competitive Structure
  - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 North America Set-Top Box Market Overview
  - 8.1 Key Industry Highlights
  - 8.2 North America Set-Top Box Historical Market (2018-2023)
  - 8.3 North America Set-Top Box Market Forecast (2024-2032)
  - 8.4 North America Set-Top Box Market Breakup by Region
    - 8.4.1 United States
    - 8.4.2 Canada
- 9 United States Set-Top Box Market Overview

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

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

www.scotts-international.com

- 9.1 Key Industry Highlights
- 9.2 United States Set-Top Box Historical Market (2018-2023)
- 9.3 United States Set-Top Box Market Forecast (2024-2032)
- 10 United States Set-Top Box Market by Product
  - 10.1 Satellite
    - 10.1.1 Historical Trend (2018-2023)
    - 10.1.2 Forecast Trend (2024-2032)
  - 10.2 IPTV
    - 10.2.1 Historical Trend (2018-2023)
    - 10.2.2 Forecast Trend (2024-2032)
  - 10.3 Cable
    - 10.3.1 Historical Trend (2018-2023)
    - 10.3.2 Forecast Trend (2024-2032)
  - 10.4 DTT
    - 10.4.1 Historical Trend (2018-2023)
    - 10.4.2 Forecast Trend (2024-2032)
  - 10.5 OTT
    - 10.5.1 Historical Trend (2018-2023)
    - 10.5.2 Forecast Trend (2024-2032)
- 11 United States Set-Top Box Market by Content Quality
  - 11.1 HD and Full HD
    - 11.1.1 Historical Trend (2018-2023)
    - 11.1.2 Forecast Trend (2024-2032)
  - 11.2 4k and Above
    - 11.2.1 Historical Trend (2018-2023)
    - 11.2.2 Forecast Trend (2024-2032)
- 12 United States Set-Top Box Market by Operating System
  - 12.1 Android
    - 12.1.1 Historical Trend (2018-2023)
    - 12.1.2 Forecast Trend (2024-2032)
  - 12.2 Linux
    - 12.2.1 Historical Trend (2018-2023)
    - 12.2.2 Forecast Trend (2024-2032)
  - 12.3 Others
- 13 United States Set-Top Box Market by Distribution Channel
  - 13.1 Offline
    - 13.1.1 Historical Trend (2018-2023)
    - 13.1.2 Forecast Trend (2024-2032)
  - 13.2 Online
    - 13.2.1 Historical Trend (2018-2023)
    - 13.2.2 Forecast Trend (2024-2032)
- 14 United States Set-Top Box Market by Application
  - 14.1 Residential
    - 14.1.1 Historical Trend (2018-2023)
    - 14.1.2 Forecast Trend (2024-2032)
  - 14.2 Commercial
    - 14.2.1 Historical Trend (2018-2023)

**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)

- 14.2.2 Forecast Trend (2024-2032)
- 15 United States Set-Top Box Market by Region
  - 15.1 New England
    - 15.1.1 Historical Trend (2018-2023)
    - 15.1.2 Forecast Trend (2024-2032)
  - 15.2 Mideast
    - 15.2.1 Historical Trend (2018-2023)
    - 15.2.2 Forecast Trend (2024-2032)
  - 15.3 Great Lakes
    - 15.3.1 Historical Trend (2018-2023)
    - 15.3.2 Forecast Trend (2024-2032)
  - 15.4 Plains
    - 15.4.1 Historical Trend (2018-2023)
    - 15.4.2 Forecast Trend (2024-2032)
  - 15.5 Southeast
    - 15.5.1 Historical Trend (2018-2023)
    - 15.5.2 Forecast Trend (2024-2032)
  - 15.6 Southwest
    - 15.6.1 Historical Trend (2018-2023)
    - 15.6.2 Forecast Trend (2024-2032)
  - 15.7 Rocky Mountain
    - 15.7.1 Historical Trend (2018-2023)
    - 15.7.2 Forecast Trend (2024-2032)
  - 15.8 Far West
    - 15.8.1 Historical Trend (2018-2023)
    - 15.8.2 Forecast Trend (2024-2032)
- 16 Market Dynamics
  - 16.1 SWOT Analysis
    - 16.1.1 Strengths
    - 16.1.2 Weaknesses
    - 16.1.3 Opportunities
    - 16.1.4 Threats
  - 16.2 Porter's Five Forces Analysis
    - 16.2.1 Supplier's Power
    - 16.2.2 Buyer's Power
    - 16.2.3 Threat of New Entrants
    - 16.2.4 Degree of Rivalry
    - 16.2.5 Threat of Substitutes
  - 16.3 Key Indicators for Demand
  - 16.4 Key Indicators for Price
- 17 Competitive Landscape
  - 17.1 Market Structure
  - 17.2 Company Profiles
    - 17.2.1 Commscope Holding Company Inc.
      - 17.2.1.1 Company Overview
      - 17.2.1.2 Product Portfolio
      - 17.2.1.3 Demographic Reach and Achievements

**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)

- 17.2.1.4 Certifications
- 17.2.2 Vantiva SA
  - 17.2.2.1 Company Overview
  - 17.2.2.2 Product Portfolio
  - 17.2.2.3 Demographic Reach and Achievements
  - 17.2.2.4 Certifications
- 17.2.3 HUMAX Electronics Co., Ltd.
  - 17.2.3.1 Company Overview
  - 17.2.3.2 Product Portfolio
  - 17.2.3.3 Demographic Reach and Achievements
  - 17.2.3.4 Certifications
- 17.2.4 ZTE Corp.
  - 17.2.4.1 Company Overview
  - 17.2.4.2 Product Portfolio
  - 17.2.4.3 Demographic Reach and Achievements
  - 17.2.4.4 Certifications
- 17.2.5 Sagemcom Broadband SAS
  - 17.2.5.1 Company Overview
  - 17.2.5.2 Product Portfolio
  - 17.2.5.3 Demographic Reach and Achievements
  - 17.2.5.4 Certifications
- 17.2.6 Kaonmedia Co., Ltd.
  - 17.2.6.1 Company Overview
  - 17.2.6.2 Product Portfolio
  - 17.2.6.3 Demographic Reach and Achievements
  - 17.2.6.4 Certifications
- 17.2.7 Evolution Digital, LLC
  - 17.2.7.1 Company Overview
  - 17.2.7.2 Product Portfolio
  - 17.2.7.3 Demographic Reach and Achievements
  - 17.2.7.4 Certifications
- 17.2.8 EchoStar Corporation
  - 17.2.8.1 Company Overview
  - 17.2.8.2 Product Portfolio
  - 17.2.8.3 Demographic Reach and Achievements
  - 17.2.8.4 Certifications
- 17.2.9 Samsung Electronics Co. Ltd.
  - 17.2.9.1 Company Overview
  - 17.2.9.2 Product Portfolio
  - 17.2.9.3 Demographic Reach and Achievements
  - 17.2.9.4 Certifications
- 17.2.10 LG Corp.
  - 17.2.10.1 Company Overview
  - 17.2.10.2 Product Portfolio
  - 17.2.10.3 Demographic Reach and Achievements
  - 17.2.10.4 Certifications
- 17.2.11 Others

**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)

List of Key Figures and Tables

1. North America Set-Top Box Market: Key Industry Highlights, 2018 and 2032
2. United States Set-Top Box Market: Key Industry Highlights, 2018 and 2032
3. United States Set-Top Box Historical Market: Breakup by Product (USD Billion), 2018-2023
4. United States Set-Top Box Market Forecast: Breakup by Product (USD Billion), 2024-2032
5. United States Set-Top Box Historical Market: Breakup by Content Quality (USD Billion), 2018-2023
6. United States Set-Top Box Market Forecast: Breakup by Content Quality (USD Billion), 2024-2032
7. United States Set-Top Box Historical Market: Breakup by Operating System (USD Billion), 2018-2023
8. United States Set-Top Box Market Forecast: Breakup by Operating System (USD Billion), 2024-2032
9. United States Set-Top Box Historical Market: Breakup by Distribution Channel (USD Billion), 2018-2023
10. United States Set-Top Box Market Forecast: Breakup by Distribution Channel (USD Billion), 2024-2032
11. United States Set-Top Box Historical Market: Breakup by Application (USD Billion), 2018-2023
12. United States Set-Top Box Market Forecast: Breakup by Application (USD Billion), 2024-2032
13. United States Set-Top Box Historical Market: Breakup by Region (USD Billion), 2018-2023
14. United States Set-Top Box Market Forecast: Breakup by Region (USD Billion), 2024-2032
15. United States Set-Top Box Market Structure

## United States Set-Top Box Market Report and Forecast 2024-2032

Market Report | 2024-04-16 | 174 pages | EMR Inc.

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 License	\$2999.00
	Five User License	\$3999.00
	Corporate License	\$4999.00
		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="2025-05-02"/>
		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