

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

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

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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

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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.

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- []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

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*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.

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