

India Television Market Assessment, By Display Type [LED, QLED, OLED, Others], By Screen Size [Less Than 32", 32"-45", 46"-55", 55"-65" and Above 65"], By Technology [Smart, Non-Smart], By End-user [Residential, Commercial], By Price Range [Economy, Mid-Range, Premium], By Distribution Channel [Multi-Branded Outlets, Supermarkets/Hypermarkets, Specialty Stores, Online, Others], By Region, Opportunities and Forecast, FY2019-FY2033F

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Report description:

India television market is projected to witness a CAGR of 8.36% during the forecast period FY2026-FY2033, growing from USD 11.51 billion in FY2025 to USD 21.88 billion in FY2033F owing to rising incomes, OTT growth, affordable smart TVs, e-commerce discounts, and technology advancements. Growing disposable incomes and a growing middle class have augmented consumer buying power, which has seen consumers moving from plain TVs to smart, big-screen, and high-end ones such as QLED and OLED TVs. The growth in internet penetration has boosted the demand for smart TVs with embedded streaming capabilities, such as OTT platforms such as Disney+ Hotstar, Netflix, and JioCinema gaining traction.

Low-cost televisions, especially from Chinese brands, providing feature-packed smart televisions at reasonable prices, have brought these products to a more extensive consumer base. Local production under the Make in India program and the PLI scheme has further lowered costs, enhancing affordability. Consumer behavior is also changing, with a clear trend towards larger screen sizes, especially 43-inch and above, because of the need for immersive viewing experiences for movies, sports, and games. Technological innovations, such as 4K and 8K displays, QLED and OLED panels, and AI-driven offerings, such as voice control, are luring technology-conscious consumers.

For instance, in April 2024, Samsung India Electronics Pvt. Ltd. announced a new chapter in the world of AI TVs with the unveiling

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of its ultra-premium Neo QLED 8K, Neo QLED 4K, and OLED TVs at the 'Unbox & Discover' event held at the Samsung Opera House in Bengaluru. The 2024 lineup of these Neo QLED 8K, Neo QLED 4K, and OLED televisions is set to elevate home entertainment experience with powerful, AI-driven solutions.

Rising Disposable Incomes Drive the India Television Market

India's television market is seeing remarkable growth, primarily driven by growing disposable incomes in the nation's rapidly expanding middle class. As disposable incomes rise, consumers are moving away from low-end television sets and adopting more advanced variants, such as smart TVs, larger screens, and high-end displays like QLED and OLED. This transition indicates an increasing desire for richer viewing experiences fueled by enhanced purchasing power. The growing middle class is one of the major contributors to this driver. With increased disposable income, households are focusing on home entertainment upgrades, choosing feature-laden televisions with internet connectivity, streaming, and better picture quality. There has been a huge demand for bigger screen sizes, especially 43 inches and above, as users want the experience of movies, sports, and gaming to be enhanced. As disposable income keeps growing, the Indian television market will continue to grow upwards, with customers being more than happy to spend on better home entertainment solutions. The rise in e-commerce, including TV sales, has been a major contributor, with Amazon and Flipkart leading the pack, offering deep discounts during festive online sales such as Diwali and the Big Billion Days.

For instance, in October 2024, AIWA India, operated by Intenim Technologies Pvt Ltd., rolled out their new lineup of QLED televisions on Amazon, making a significant expansion in the Indian e-commerce market. This launch came in time for Amazon's Great India Sale, offering consumers an opportunity to purchase television at exceptional price. This is a trend that reflects the solid correlation between economic growth and the usage of sophisticated consumer electronics in India.

Affordable Smart TVs Drive the India Television Market

The Indian television industry is being transformed by the widespread availability of low-cost smart TVs, which have emerged as the key driver of industry expansion. Available for as little as USD 115.53-173.31, these high-end devices have brought sophisticated home entertainment within reach of mass consumers in both urban and rural areas. Chinese brands have upended conventional pricing paradigms by providing quality Android TVs with 32-43-inch screens at unprecedented prices, mainly through direct online selling channels, which cut middlemen's expenses. This revolution has been further fueled by India's local manufacturing boom under the PLI scheme, as worldwide players alongside local players have set up manufacturing units that have lowered costs by evading import duties. Aggressive discounting by online shopping giants during festival sales, giving discounts of 20-30% and competitive EMI options, has brought these smart TVs within the reach of price-conscious consumers. The increasing local TV component ecosystem, including LED panels, has allowed Indian brands to provide capable smart TVs. This affordability movement is changing viewing behavior across the country, rural first-time homeowners are adopting smart capabilities, city families are replacing multiple TVs in their living rooms, and younger shoppers are opting for these value-added models instead of traditional ones.

For instance, in September 2024, Sony India Private Limited broadened its home entertainment offerings by launching the latest Bravia TV range. To promote this exciting new lineup, the company used the tagline "Cinema is Coming Home."

QLED is Dominating the Growth of the Market

Indian television market is going through a quantum leap in terms of adoption of display technology, where QLED (Quantum-Dot Light Emitting Diode) is becoming the unchallenged growth driver of the display type segment. Once considered a luxury item, QLED TVs have quickly become mainstream-approved as price differentials narrowed where they used to command double prices over regular LEDs. The gap is now reduced, and this technology is available to a broader consumer base. Market leaders have played a key role in this democratization, providing feature-rich 55-inch QLED models at an affordable price. The technology's higher brightness (over 1000 nits) and broader color gamut (100% DCI-P3) exactly cater to the viewing environment in most Indian homes, beating both traditional LEDs and OLEDs in well-lit living rooms. This practical benefit, along with Samsung India Electronics Pvt. Ltd.'s "QLED or Nothing" marketing strategy, has increased consumer awareness and preference for quantum dot technology by a great margin. The content ecosystem has followed this hardware revolution, as OTT platforms such as Netflix and Amazon Prime provide more and more 4K HDR content, while sports broadcasters are embracing 4K transmission standards. QLED's superiority lies in its perfect fit to Indian conditions, with superior heat resistance over OLED, superior brightness for rooms lit by sunlight, and negligible maintenance issues. Manufacturers are broadening their QLED lines across all screen sizes, and this

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technology is quickly redefining standards of quality in the Indian TV market.

For instance, in April 2025, Xiaomi Technology India Private Limited planned to launch Xiaomi QLED TV X Pro series. The latest models will provide users with cinematic experience, boasting enhanced audio and visual features compared to the current options available.

Future Market Scenario (FY2026-FY2033F)

-□The growing popularity of streaming services like Netflix and Amazon Prime will boost demand for smart TVs and high-resolution displays.

-□Manufacturers are focusing on developing high-resolution TVs with 4K and 8K technology to meet consumer demands for superior picture quality.

-□High demand for regional and local language content will drive viewership and market growth.

Key Players Landscape and Outlook

India's television market is highly competitive, with global and regional players vying for dominance in the smart TV segment. Leading global brands are driving innovation and capturing significant market shares. In 2024, Samsung India Electronics Pvt. Ltd. overtook Xiaomi Technology India Private Limited to become the top smart TV brand in India, holding a 16% market share as of early 2024, while LG Electronics India Limited closely follows with 15%. Sony India Private Limited remains a preferred choice for premium TVs, especially in the 4K and QLED segments, while TCL India Holdings Private Limited is strongly expanding its presence with a 10% Indian market share. Other notable global brands are also making strides by updating their product portfolios. The competitive landscape is being shaped by emerging trends such as technological advancements and shifts toward digital consumption. Smart TVs equipped with AI-powered features like voice control and personalized recommendations are becoming increasingly popular. Affordable pricing for 4K UHD and QLED TVs is driving demand, especially as OTT platforms gain traction among Indian consumers. Market consolidation is evident as established brands strengthen their positions while mid-tier players leverage innovation to stay competitive. Additionally, the integration of smart TVs with OTT platforms is reshaping content delivery models, with companies expected to disrupt the market through affordable smart TVs bundled with internet services.

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