

US Smart TV - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The US Smart TV Market size is estimated at 50.73 Million units in 2025, and is expected to reach 56.81 Million units by 2030, at a CAGR of 2.29% during the forecast period (2025-2030).

Key Highlights

- Smart TVs, with their internet capabilities, effortlessly link users to many streaming platforms. Functioning much like smartphones or computers, these TVs boast internal processors and onboard storage, facilitating smooth internet access. While most models connect via Ethernet or Wi-Fi, some offer the flexibility of both. Pre-loaded with dedicated audio and video streaming apps, Smart TVs cater to diverse entertainment needs. Users can also connect peripheral devices, enhancing interaction with the TV and its applications.
- The proliferation of high-speed broadband has resulted in a substantial increase in online content consumption. Furthermore, the electronics industry is incorporating advanced technologies, such as voice command functionality and artificial intelligence, into devices, particularly smart TVs, thereby further fueling their demand. These technological advancements not only enhance operational efficiency but also align with the growing consumer preference for seamless and intuitive technology integration, reinforcing the role of smart TVs as a central entertainment solution in modern homes.
- As the region rapidly embraces digitization, consumers are transitioning from traditional TV screens to their smarter counterparts. This shift, combined with increasing incomes and better product availability, is propelling the smart TV market forward. The growing preference for smart TVs is also attributed to their ability to integrate with other smart home devices, offering a seamless and enhanced user experience. This trend is expected to continue as manufacturers introduce more innovative features and competitive pricing strategies.
- Moreover, the widespread availability of high-speed data connectivity among U.S. consumers further fuels the growth of the smart TV market. The increasing penetration of 5G networks and broadband services ensures that consumers can fully utilize the

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features of smart TVs, such as streaming high-definition content and accessing online applications. This infrastructure development is a critical factor driving the adoption of smart TVs across the country.

- In the United States, the adoption of smartphones and tablets as primary media consumption devices is continuously growing, challenging the expansion of the smart TV market. These portable devices provide consumers with the convenience of accessing content on the go and have become the preferred option for quick, bite-sized entertainment, aligning with the increasing demand for short-form content.

- The United States' smart TV market demonstrated resilience and adaptability in the face of challenges, leveraging technological advancements and strategic collaborations to drive growth. The continuous innovation by key players and the increasing consumer demand for enhanced entertainment experiences are expected to sustain the market's upward trajectory in the coming years.

US Smart TV Market Trends

LCD/LED Holds Major Market Share

- The United States is witnessing rising adoption of LCD panels in consumer electronics and premium TV sectors.

- In January 2025, Panasonic Corporation unveiled its flagship W95B series Mini LED TV, available in sizes ranging from 55" to 85". This series boasts advancements in display and audio technology. The W95B series Mini LED TV showcases enhanced color stability thanks to its high color gamut backlight and real-time color tuning system.

- In the United States, the Z95B series supports Advanced Television Systems Committee (ATSC) 3.0, or NEXTGEN TV, facilitating superior broadcast services with enhanced visuals, sound, and interactive features. Its Penta Tuner accommodates satellite, terrestrial, cable, Internet Protocol television (IPTV), and TV to IP, ensuring seamless content access in any room. Features like USB Recording and channel editing further enhance user convenience.

- In conclusion, customers in the United States continue to show robust demand for LCD/LED TVs. Furthermore, a notable surge in demand for premium large TVs has driven up LCD panel prices, benefiting major TV brands with healthy profit margins.

- Additionally, the US stands out with its pronounced acceptance of cutting-edge consumer electronics, especially when juxtaposed with developing regions. This trend creates a fertile ground for market expansion. Highlighting this resilience, the Consumer Technology Association (CTA) points out that, in spite of recent economic headwinds, consumer spending on electronics has remained robust.

- Looking ahead, CTA forecasts US consumer electronics sales to soar, estimating revenues to hit a staggering USD 512 billion. The strong consumer demand for advanced technologies, coupled with the availability of diverse product options, is expected to sustain this growth trajectory in the coming years.

Android to be Fastest Growing OS

- In the United States, the surging demand for streaming services is a primary driver of the smart TV industry's expansion. As platforms like Netflix, Hulu, Amazon Prime, and Disney+ gain traction, consumers increasingly seek TVs seamlessly integrating with these services. Furthermore, with rapid technological advancements and heightened investments in innovative operating systems, Android smart TVs have emerged as a top choice, thanks to their compatibility with these sought-after streaming platforms. Given the rising appetite for entertainment services and shifting consumer preferences, the Android segment is poised for significant growth.

- As high-speed internet becomes more affordable and accessible, streaming online content and utilizing connected features on smart TVs have surged. While basic TV functions remain independent, internet connectivity is essential for accessing streaming

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services and updating apps. The market's potential is expanding with a notable uptick in household internet connections. New data from the National Telecommunications and Information Administration (NTIA) in July 2024 highlighted an increase of 13 million internet users in the US from 2021 to 2023. These pivotal trends are poised to bolster the demand for Android-based smart TVs.

- In the US, Android smart TVs are becoming a staple in entertainment. Households are turning to Android TV for popular streaming services like Netflix, Hulu, and Disney+. As subscriptions to these services rise nationwide, the market is poised for growth. Netflix, for instance, boasted 89.6 million paid subscribers in Q4 2024, marking an increase of over 9 million from the previous year. This surge, coupled with the seamless integration of these apps on the Android platform, solidifies its status as the go-to choice for many households. Moreover, with such factors, the market is expected to grow significantly, influenced by improved internet access and affordability.

US Smart TV Industry Overview

In the market studied, the competitive rivalry between various firms is dependent on price, product, or market share, along with the intensity of competition in the market. Major companies such as Samsung Electronics Co., Ltd., LG Electronics Inc., and Sony Corporation have a strong influence on the market in terms of R&D and consolidation activities. Conversely, the market can be characterized by high levels of market penetration, along with increasing levels of fragmentation.

The brand identity associated with the companies has a major influence on the market. As strong brands are synonymous with better solutions, long-standing players are expected to have the upper hand.

Market incumbents have been adopting robust competitive strategies involving innovation, partner programs, and market expansion, among others. Moreover, the United States Smart TV market is currently fragmented with the existence of both large and small vendors that hold prominent market positions in various price segments, and even premium smart TV vendors are further diversifying their product offerings to cater to cost-centric consumers.

Overall, the intensity of competitive rivalry among the vendors is expected to be moderate.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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