

## **India Television Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)**

Market Report | 2025-05-29 | 105 pages | EMR Inc.

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### **Report description:**

The India television market is projected to grow at a CAGR of 7.90% between 2025 and 2034.

#### India Television Market Growth

The growth of the media and entertainment sector, the rising popularity of streaming platforms such as Netflix and Amazon Prime, and the rising affordability of LED and LCD TVs are some of the prominent drivers boosting the India television market growth. With the growing prominence of technology such as 4K and 8K, manufacturers are readily focusing on the development of high-resolution TVs in the Indian market.

With the rapid growth of e-commerce and increased internet penetration, the online sales of TVs have witnessed an upward trend. Online channels further offer a wide range of brands, price ranges and features, drawing the attention of potential customers.

Market players are increasingly launching affordable smart TVs in the country to increase their market penetration. For instance, Xiaomi announced the launch of a 32-inch smart TV in May 2024, priced under Rs 15,000, and with a 4-star BEE certification, making it more cost-effective and eco-efficient compared to its previous models.

#### Key Trends and Recent Developments

August 2024

Chinese electronics brand, Xiaomi, launched the new 4K X Pro QLED smart televisions, available in 43-inch, 55-inch, and 65-inch screen sizes. The televisions were a part of Xiaomi's X Pro TV series under which the company majorly sells smart televisions in India. The newly launched Google TV-run smart televisions featured Dolby Vision and Dolby Atmos.

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April 2024

Samsung, one of India's largest electronic products suppliers, announced the launch of its new range of AI televisions, including Neo QLED 8K, Neo QLED 4K and OLED TVs at the 'Unbox & Discover' event in Bengaluru. While the Neo QLED 8K version had several AI features including AI picture technology, AI upscaling, AI motion picture, AI sound technology, AI auto game mode, and AI energy mode, the New QLED 4K version came with cloud gaming services, Samsung education hub, and smart yoga features.

October 2023

Indkal Technologies, the licensed distributor of ACER televisions in India, launched the new Acer H Pro TV series. The series comprised the three 4K ultra-HD smart LED Google TVs, with 43-inch, 50-inch, and 55-inch screen sizes. Moreover, they were featured with Dolby Vision and Dolby Atmos, MEMC, 4K upscaling, and a 76-watt speaker system with dual amplifiers, dual speakers, and dual woofers.

September 2023

Blaupunkt India introduced 43-inch QLED and 55-inch 4K Google TV in partnership with e-commerce platform Flipkart. The 43-inch QLED TV featured 1.1 billion colours on a QLED 4K display with HDR10+ and Dolby Vision support, and Dolby-Certified Audio with Dolby Atmos and Dolby Digital Plus. Moreover, it facilitated connectivity with Bluetooth 5.0 and Dual-Band Wi-Fi, for which Google Assistant-powered remote simplified the navigation process.

#### Rising Disposable Income Propelling the Growth of India Television Market

Rising disposable income encourages consumers to invest in high-end home entertainment products, raising the demand for high-end television. This includes televisions with 4K and 8K resolutions, larger screen sizes, and enhanced display technologies like QLED and OLED. Moreover, an increased purchasing power allows customers to use multiple television screens at home for the convenience of family members. According to the Press Information Bureau (PIB), the gross National Disposable Income (GNDI) at current prices in 2022-23 was estimated at INR 273.99 lakh crore a growth of 14.5 per cent since the previous year. Growing employment, industrialization, and urbanisation are expected to nudge the growth further, raising the demand for high-end television products in the country.

#### Growing Popularity of OTT Platforms Leading to Increased Television Demand

The growing popularity of Over-the-Top (OTT) platforms like Netflix, Amazon Prime, and Disney+ Hotstar is boosting the demand for TVs with integrated OTT connectivity features in India. OTT platforms offer a wide variety of content that can be watched on multiple large-screen and small-screen devices including televisions, through easy Bluetooth or Wifi connectivity. Realising their growing preference, key players are investing in the development of smart televisions with multiple technological advancements. For instance, LG Electronics, one of the largest electronic products suppliers in India, launched a new range of Smart TVs equipped with integrated Chromecast and Apple AirPlay, allowing customers to cast content from their devices to the large television screen. Such introductions are expected to provide a competitive edge for smart televisions in the market.

#### Preference for Home Theatre Systems Creating New India Television Market Opportunities

The integration of home theatre systems in luxury homes has raised the demand for premium quality, ultra-large screen televisions with high-quality audio systems to provide an immersive cinematic experience to users, eliminating the need for visiting cinematic theatres for the same. Eyeing high-profit margins, industry leaders are introducing these products in the Indian

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television market, especially targeting high-income consumers in the run. Sony launched BRAVIA Theatre-U, a home theatre system in September 2024, which can easily be connected to Bravia TVs, providing vibrant 4K HDR imagery and an immersive sound experience. Such launches are expected to boost the revenue of the Indian television market in the long term.

#### Technological Advancements Shaping the India Television Market Development

Integrated technological features in televisions are reshaping the development of the television industry in India. These primarily include AI-based features and Google TV. While AI integration allows TVs to recommend content based on viewing habits, optimize picture quality in real-time, and support voice-activated controls through virtual assistants like Google Assistant or Alexa, Google TV's seamless integration with the Google ecosystem enhances smart home compatibility, delivering a user-friendly interface for accessing content and apps. For instance, the newly launched Google TV Streamer 4K in August 2024, throughout the world, including India, has enhanced the productivity of the Indian television market. The Google TV is also equipped with Google AI features that offer personalised recommendations, and easy access to detailed summaries, reviews, and season breakdowns, enabling users to create personalised watchlists for each family member.

#### India Television Industry Segmentation

"India Television Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Type

- Smart TV
- LCD, Plasma, and LED TVs
- Cathode-Ray Tube (CRT) and Rear-Projection TVs

##### Market Breakup by Distribution Channel

- Offline
- Online

##### Market Breakup by Region

- North India
- East and Central India
- West India
- South India

#### India Television Market Share

Based on type, the market is divided into smart TV, LCD, plasma, and LED TVs, and cathode-ray tube (CRT) and rear-projection TVs. Smart TVs are experiencing rapid growth in the Indian market as the demand for QLED TVs grows marginally. The shift in consumer preference towards large-size TVs (55 inches and above) along with the rising popularity of streaming services and availability of pre-installed streaming apps such as Netflix, Disney Plus, and Amazon Prime has further aided the segment growth.

#### Leading Companies in the India Television Market

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The market participants are readily launching affordable and high-end smart TVs to gain a competitive edge in the market.

- Samsung Electronics Co., Ltd.
- LG Corp.
- Panasonic Holdings Corp.
- Sony Group Corp.
- Toshiba Corporation
- Hisense International Co., Ltd.
- Haier Smart Home Co. Ltd.
- Micromax Informatics Ltd.
- Sansui Electric Co., Ltd.
- Vizio Holding Corp.
- Others

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