

United States Smart Television Market Size, Share and Growth Analysis Report: Forecast Trends and Outlook (2025-2034)

Market Report | 2025-06-29 | 120 pages | EMR Inc.

AVAILABLE LICENSES:

- Single User License \$3599.00
- Five User License \$4249.00
- Corporate License \$5099.00

Report description:

The United States smart television market reached approximately 32.51 Million Units in 2024 . The market is projected to grow at a 1.90% CAGR between 2025 and 2034, reaching a value of around 39.24 Million Units by 2034 .

United States Smart Television Market Outlook

The burgeoning popularity of OTT services is one of the major factors fuelling the growth of the United States smart television market. Smart TVs are further being readily equipped with high-end features such as voice command and video calling, among others, to enhance their appeal among customers. There is also an increased focus on offering affordable smart TVs with better features and quality to increase their market penetration.

Furthermore, the rising launch of smart TVs with innovative features is one of the prominent market trends. For instance, Philips announced the addition of OLED+959 and OLED+909 models in the US to its smart television lineup in 2024. These models are equipped with an 8th Gen P5 AI Dual Engine processor and can support up to 4K/144Hz.

United States Smart Television Market Growth is Fuelled by High Demand for Advanced Technology in the Far West

- The Far West region is expected to lead with the highest CAGR of 2.1%, driven by high consumer demand for advanced technology and smart home integration.
- As per the United States smart television market dynamics and trends, the Rocky Mountain region follows with a CAGR of 2.0%, supported by an increasing preference for energy-efficient and smart home devices.
- The Southwest, with a CAGR of 1.9%, sees growth due to expanding urbanization and a tech-savvy population. The Southeast, at 1.8%, reflects moderate growth, driven by a large population and steady demand for affordable smart TVs.
- New England, with a 1.7% CAGR, and the Mideast, with 1.6%, exhibit slower growth due to market saturation and conservative

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

consumer spending.

- The Plains and Great Lakes regions boost the United States smart television market value with CAGRs of 1.5% and 1.4% respectively, showing the slowest growth, reflecting economic challenges and less aggressive adoption of new technologies.

One of the Key United States Smart Television Market Trends is the Burgeoning Popularity of OLED?

- LED-LCD Smart TVs are expected to experience the highest growth, with a CAGR of 2.1%, driven by their widespread availability, affordability, and energy efficiency.
- OLED Smart TVs boost demand of United States smart television market with a CAGR of 2.0%, supported by their superior picture quality and growing popularity among premium consumers.
- QLED Smart TVs, with a CAGR of 1.9%, see steady demand due to their vibrant colour reproduction and competitive pricing.
- Plasma Smart TVs, with a CAGR of 1.8%, experience slower growth as they are gradually being phased out in favour of newer technologies.

The Affordability of TV Screens Smaller than 32 Inches Fuel United States Smart Television Market Share

- TVs with screen sizes less than 32 inches are expected to lead with the highest CAGR of 2.3%, driven by demand in smaller living spaces and affordability.
- The 32-40 inches category follows with a CAGR of 2.2%, popular among budget-conscious consumers looking for a balance between size and price.
- As per the United States smart television industry analysis, the 41-55 inches segment, growing at a CAGR of 2.1%, appeals to consumers seeking larger displays at reasonable prices.
- The 56-65 inches category, with a CAGR of 1.8%, sees moderate growth, driven by increasing demand for immersive viewing experiences.
- The Above 65 inches category, with a CAGR of 1.6%, shows the slowest growth, reflecting its premium pricing and niche market appeal.

Key Questions Answered in This Report:

- How has the United States smart television market performed historically, and what are the growth expectations for the future?
- What are the primary factors influencing demand and growth in the United States smart television market?
- What are the key segments within the United States smart television market, and how are they expected to evolve over the forecast period?
- What are the major challenges and opportunities facing stakeholders in the United States smart television market?
- Who are the key players in the United States smart television market, and what strategies are they employing to maintain a competitive edge?
- What are the regulatory and policy factors influencing the United States smart television market globally or regionally?
- How competitive is the United States smart television market according to Porter's five forces analysis, including factors like bargaining power of buyers and suppliers?
- What are the current trends shaping the United States smart television market landscape, and how are they expected to evolve in the future?
- How are technological advancements impacting the United States smart television market, and what role do innovation and R&D play in driving growth?
- What are the consumer preferences and buying behavior trends influencing the United States smart television market?
- How sustainable are current growth rates in the United States smart television market, and what factors could potentially disrupt these trends?
- What are the regional dynamics within the United States smart television market, and how do they contribute to overall market

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

growth?

- What are the economic factors influencing the United States smart television market, such as GDP growth, inflation rates, and currency fluctuations?
- How are demographic shifts, such as aging populations or urbanization trends, affecting demand in the United States smart television market?
- What are the key strategic partnerships, mergers, and acquisitions shaping the competitive landscape of the United States smart television market?
- What are the regulatory and legal frameworks impacting the United States smart television market globally or in key regions?
- How are changing consumer lifestyles and preferences influencing product or service demand within the United States smart television market?
- What are the emerging market trends and niche opportunities within the United States smart television market that stakeholders should be aware of?
- How resilient is the United States smart television market to external shocks or disruptions, such as geopolitical tensions or natural disasters?
- What are the potential barriers to market entry and growth for new players in the United States smart television market?

Key Benefits for Stakeholders:

Expert Market Research's industry report provides a comprehensive quantitative analysis of various market segments, historical and current market trends, and forecasts the dynamics of the United States smart television market spanning from 2018 to 2034.

The research report delivers up-to-date insights into the market drivers, challenges, and opportunities shaping the United States smart television industry.

Stakeholders can leverage Porter's five forces analysis to assess the impact of new entrants, competitive rivalry, supplier power, buyer power, and the threat of substitution. This analysis aids in evaluating the competitiveness and attractiveness of the United States smart television market.

The competitive landscape section enables stakeholders to gain a deep understanding of their competitive environment. It offers insights into the current market positions of key players, their strategies, and their market shares.

Additionally, the report highlights emerging trends, regulatory influences, and technological advancements that are pivotal for stakeholders navigating the United States smart television market landscape.

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 2.2 Key Verticals
- 2.3 Key Regions
- 2.4 Supplier Power
- 2.5 Buyer Power
- 2.6 Key Market Opportunities and Risks
- 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 United States Smart Television Market Analysis
 - 5.1 Key Industry Highlights
 - 5.2 United States Smart Television Historical Market (2018-2024)
 - 5.3 United States Smart Television Market Forecast (2025-2034)
- 6 United States Smart Television Market by Type
 - 6.1 LED-LCD Smart TVs
 - 6.1.1 Historical Trend (2018-2024)
 - 6.1.2 Forecast Trend (2025-2034)
 - 6.2 OLED Smart TVs
 - 6.2.1 Historical Trend (2018-2024)
 - 6.2.2 Forecast Trend (2025-2034)
 - 6.3 QLED Smart TVs
 - 6.3.1 Historical Trend (2018-2024)
 - 6.3.2 Forecast Trend (2025-2034)
 - 6.4 Plasma Smart TVs
 - 6.4.1 Historical Trend (2018-2024)
 - 6.4.2 Forecast Trend (2025-2034)
- 7 United States Smart Television Market by Screen Size
 - 7.1 Less than 32 Inches
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 32-40 Inches
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
 - 7.3 41-55 Inches
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
 - 7.4 56-65 Inches
 - 7.4.1 Historical Trend (2018-2024)

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 7.4.2 Forecast Trend (2025-2034)
- 7.5 Above 65 Inches
 - 7.5.1 Historical Trend (2018-2024)
 - 7.5.2 Forecast Trend (2025-2034)
- 8 United States Smart Television Market by Region
 - 8.1 New England
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Mideast
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
 - 8.3 Great Lakes
 - 8.3.1 Historical Trend (2018-2024)
 - 8.3.2 Forecast Trend (2025-2034)
 - 8.4 Plains
 - 8.4.1 Historical Trend (2018-2024)
 - 8.4.2 Forecast Trend (2025-2034)
 - 8.5 Southeast
 - 8.5.1 Historical Trend (2018-2024)
 - 8.5.2 Forecast Trend (2025-2034)
 - 8.6 Southwest
 - 8.6.1 Historical Trend (2018-2024)
 - 8.6.2 Forecast Trend (2025-2034)
 - 8.7 Rocky Mountain
 - 8.7.1 Historical Trend (2018-2024)
 - 8.7.2 Forecast Trend (2025-2034)
 - 8.8 Far West
 - 8.8.1 Historical Trend (2018-2024)
 - 8.8.2 Forecast Trend (2025-2034)
- 9 Market Dynamics
 - 9.1 SWOT Analysis
 - 9.1.1 Strengths
 - 9.1.2 Weaknesses
 - 9.1.3 Opportunities
 - 9.1.4 Threats
 - 9.2 Porter's Five Forces Analysis
 - 9.2.1 Supplier's Power
 - 9.2.2 Buyer's Power
 - 9.2.3 Threat of New Entrants
 - 9.2.4 Degree of Rivalry
 - 9.2.5 Threat of Substitutes
 - 9.3 Key Indicators for Demand
 - 9.4 Key Indicators for Price
- 10 Competitive Landscape
 - 10.1 Supplier Selection
 - 10.2 Key Global Players
 - 10.3 Key Regional Players

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 10.4 Key Player Strategies
- 10.5 Company Profiles
 - 10.5.1 Samsung Electronics Co., Ltd.
 - 10.5.1.1 Company Overview
 - 10.5.1.2 Product Portfolio
 - 10.5.1.3 Demographic Reach and Achievements
 - 10.5.1.4 Certifications
 - 10.5.2 LG Electronics Inc.
 - 10.5.2.1 Company Overview
 - 10.5.2.2 Product Portfolio
 - 10.5.2.3 Demographic Reach and Achievements
 - 10.5.2.4 Certifications
 - 10.5.3 Sony Corporation
 - 10.5.3.1 Company Overview
 - 10.5.3.2 Product Portfolio
 - 10.5.3.3 Demographic Reach and Achievements
 - 10.5.3.4 Certifications
 - 10.5.4 TCL Technology
 - 10.5.4.1 Company Overview
 - 10.5.4.2 Product Portfolio
 - 10.5.4.3 Demographic Reach and Achievements
 - 10.5.4.4 Certifications
 - 10.5.5 VIZIO Inc.
 - 10.5.5.1 Company Overview
 - 10.5.5.2 Product Portfolio
 - 10.5.5.3 Demographic Reach and Achievements
 - 10.5.5.4 Certifications
 - 10.5.6 Others

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

**United States Smart Television Market Size, Share and Growth Analysis Report:
Forecast Trends and Outlook (2025-2034)**

Market Report | 2025-06-29 | 120 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	\$3599.00
	Five User License	\$4249.00
	Corporate License	\$5099.00
		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="2026-03-07"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com