

Connected Living Room Market Growth Analysis - Market Size, Share, Forecast Trends and Outlook Report (2025-2034)

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Report description:

The global connected living room market, valued at USD 57.80 Billion in 2024, has seen substantial growth, driven by the increasing consumer demand for seamless connectivity and integrated entertainment experiences within the home environment. The market is forecasted to grow at a CAGR of 8.70% from 2025 to 2034, potentially reaching USD 133.11 Billion by 2034, owing to the increasing popularity of gaming consoles, smart TVs, and growing concerns about home security and privacy.

Global Connected Living Room Market Growth

The connected living room market provides various advantages, including wider entertainment options through seamless access to streaming services, gaming, and media. It offers increased convenience by enabling control of lighting, temperature, and entertainment via a single platform. AI-driven personalised recommendations cater to individual tastes, while voice assistants like Alexa and Google Assistant offer hands-free control. The International Trade Administration reported a USD 159.3B global video game market in 2021, with 2.7 billion gamers worldwide.

Integration with home automation systems enhances comfort and control. Additionally, faster internet and advanced streaming technologies deliver superior viewing quality with reduced buffering. Cloud gaming, multi-device connectivity, and improved accessibility for people with disabilities further elevate the user experience. Energy-efficient technologies help reduce electricity use, while real-time updates provide valuable information, such as weather forecasts and news.

Key Trends and Recent Developments

Growth of smart devices, increasing demand for streaming services, and integration of AI and voice control are driving the growth of the connected living room market.

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December 2024

Sony announced that PlayStation 5 sales have exceeded 40 million units, spurred by exclusive game releases and increased availability during the holiday season. This surge highlights the rising popularity of gaming consoles and significantly contributes to the gaming market, enhancing connected living room setups.

November 2024

Ring launched an expanded range of smart security cameras, featuring enhanced AI capabilities and improved night vision. These new products address growing consumer demand for home security solutions, promoting safer connected living environments and stimulating growth in the smart home security market.

October 2024

TP-Link introduced its latest Kasa smart plugs, designed for smooth integration with smart home ecosystems. These devices offer energy monitoring and remote-control capabilities, improving user convenience and driving the adoption of smart home technologies within connected living rooms.

September 2024

Sonos unveiled a new portable wireless speaker with improved sound quality and longer battery life. This speaker supports multi-room audio and smart assistant integration, catering to consumers' demand for versatile audio solutions that enhance their connected living room experience.

Growth of Smart Devices Impacting the Connected Living Room Market Revenue

The rise of smart devices is a key driver in the market, as consumers demand seamless connectivity and integrated experiences. Smart TVs, speakers, and home automation systems improve user convenience, leading to higher adoption rates. In October 2024, Amazon launched new Echo Show models with better display features and enhanced smart home integration, reflecting growing consumer interest in connected devices.

Rising Demand for Streaming Services Driving Opportunities in the Connected Living Room Market

Increasing demand for streaming services is boosting the market for connected living room. Consumers are seeking high-quality content accessible through various devices, driving growth in smart TVs and streaming technologies. In November 2024, Netflix expanded its content library, encouraging more consumers to invest in smart TVs for superior viewing experiences.

Integration of AI and Voice Control Boosting the Growth of the Connected Living Room Market

AI and voice control integration are revolutionising the market by allowing seamless device control via voice commands. These technologies enhance user convenience and accessibility. In September 2024, Google launched new AI-powered features for its Nest devices, improving voice recognition and user interaction within connected homes.

Emergence of Virtual and Augmented Reality Boosting Trends in the Connected Living Room Market

Virtual and augmented reality (VR and AR) technologies are reshaping the connected living room market by offering immersive entertainment experiences. Consumers are investing in compatible devices to enhance their home entertainment. In December

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2024, Meta released a new VR headset, signalling a growing interest in VR within connected living rooms, providing innovative content engagement methods.

Global Connected Living Room Industry Segmentation

The EMR's report titled "Global Connected Living Room Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Components

- Sensors
- Thermostats
- Cameras
- Data Storage System
- Communication Device
- Others

Market Breakup by Product Type

- Consumer Computing
- TV System
- Gaming Consoles
- Security System
- Smart Plugs
- Wireless Speakers
- Others

Market Breakup by Application

- Video Streaming
- Audio Streaming
- Gaming
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Global Connected Living Room Market Share

According to the connected living room market analysis, video streaming dominates by offering on-demand access to a wide range of content, allowing users to watch shows and movies at their convenience. This boosts user engagement and drives the adoption of smart TVs and streaming devices. In November 2024, Netflix introduced an interactive series allowing viewers to

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choose their storyline, enhancing engagement, and encouraging subscriptions and usage of smart TVs for an immersive experience.

Audio streaming provides immediate access to music and podcasts, promoting convenience and personalised listening. This encourages the adoption of smart speakers and integrated audio systems in connected living rooms. In March 2024, Spotify launched its HiFi streaming service with lossless sound, prompting users to invest in high-quality audio systems.

The connected living room market growth is further driven by gaming, with immersive experiences through advanced graphics and multiplayer capabilities. Cloud gaming services increase accessibility, driving demand for gaming consoles and smart TVs. In September 2024, NVIDIA launched its GeForce NOW RTX 4080 service, offering high-performance cloud gaming, and encouraging the use of compatible devices in connected living rooms.

Competitive Landscape

The connected living room market key players are recognised for their innovative contributions to electronics, electrical engineering, and information technology. These companies operate across multiple industries, offering a wide range of products including semiconductors, storage devices, energy-efficient technologies, and consumer electronics. They are known for their commitment to sustainability, having pioneered eco-friendly solutions such as advanced energy storage systems and low-carbon technologies.

Hitachi, Ltd.

Founded in 1910 and headquartered in Tokyo, Japan, Hitachi is a global leader across various industries, including IT, social innovation, and energy systems. The company excels in providing advanced technology solutions, especially in infrastructure, healthcare, and industrial sectors, contributing to technological advancement worldwide.

Toshiba Corporation

Established in 1875 and based in Tokyo, Japan, Toshiba is known for its innovations in electronics, electrical engineering, and IT services. The company offers a wide range of products, including semiconductors, storage devices, and energy-efficient technologies, focusing on sustainable solutions to meet diverse industry needs.

LG Electronics

Headquartered in Seoul, South Korea, and founded in 1958, LG Electronics is a global leader in consumer electronics, home appliances, and mobile devices. Renowned for its innovative smart technology, energy-efficient appliances, and high-quality displays, the company delivers a variety of products across multiple industries.

Panasonic Corporation

Founded in 1918 and based in Osaka, Japan, Panasonic Corporation is a multinational electronics company. It is known for its diverse products, including consumer electronics, automotive systems, and industrial solutions, with a focus on sustainable development and cutting-edge technology to improve the quality of life globally.

Other key players in the connected living room market report include Google Inc. and Amazon Inc., among others.

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