

Global Smart TV Market Estimated To Reach USD 341.6 Billion in 2026 says a new report by Polaris Market Research

Global Smart TV Market expected to grow from USD 145 billion in 2017 to USD 341.6 billion by 2026, at a CAGR of 10.2% during the forecast period

BROOKLYN, NY, UNITED STATES, February 14, 2018 /EINPresswire.com/ -- According to a new report by Polaris Market Research the [global Smart TV Market was estimated to be at USD 145 billion in 2017](#) and is anticipated to grow at a CAGR of 10.2% during the forecast period.



Smart televisions integrate the Internet and Web features into digital televisions to offer features such as web browsing, video-on-demand, video streaming services, internet radio, social networking, apps and games. Traditional TVs can be integrated with smart TV-capable Blu-ray players and set-top boxes to receive smart TV capabilities on existing television sets. Some popular smart TVs available in the market include Google TV, Ubuntu TV and LG Smart TV.

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Polaris Market Research

The demand for smart TVs has increased significantly over the years owing to growing demand for enhanced video and audio capabilities, and increasing consumption of online content. The increasing disposable income, and improving living standards, especially in emerging economies of Asia-Pacific has accelerated the adoption of smart TVs. The growing demand for IPTV and HD videos along with

technological advancements is expected to drive the market growth in the coming years.

The report provides an extensive qualitative and quantitative analysis of the market trends and growth prospects of the [Global Smart TV Market, 2017-2026](#). This report comprises a detailed geographic distribution of the market across North America, Europe, APAC and South America, and MEA. North America is further segmented into U.S., Canada, and Mexico. Europe is divided into Germany, UK, Italy, France, and Rest of Europe. Asia-Pacific is bifurcated into China, India, Japan, and Rest of Asia-Pacific.

Asia-Pacific generated the highest revenue in 2017 owing to significant growth in the media and entertainment industry in the region. With increasing disposable income in the region, consumers are investing significant amount in entertainment, boosting the sale of smart TVs. Introduction of affordable smart TVs equipped with advanced technologies have resulted in increasing adoption of

smart TVs in the region.

Competitive Landscape and Key Vendors

The [global Smart TV market](#) is characterized by the presence of well-diversified international and small and medium-sized vendors. These companies are consistently launching new products to enhance their offerings in the market. With the advancement of technologies, companies are innovating and introducing new customized products to cater the growing needs of the customers. Leading companies are also acquiring other companies, and enhancing their product offerings to improve their market reach. Acquisitions enable key players to increase their market potential in terms of geographic expansion and expansion of customer base.

The leading companies profiled in the report include LG Electronics, Inc., Koninklijke Philips N.V., Sony Corporation, Samsung Electronics Co. Ltd., Sharp Corporation, Hitachi Ltd., Toshiba Corporation, Haier Electronics Group Co., Ltd., Panasonic Corporation, Videocon Industries Limited, and Skyworth Digital Holdings Ltd.

Key Segments

Segment – 1. Technology

- 1.1 4K UHD TV
- 1.2 HDTV
- 1.3 Full HD TV
- 1.4 8K TV

Segment – 2. Screen Size

- 2.1 28 to 40 Inches
- 2.2 41 to 59 Inches
- 2.3 Above 60 Inches

Segment -3. Distribution Channel

- 3.1 Direct
- 3.2 Indirect

Segment -4. Region

- 4.1 North America
 - 4.1.1 U.S.
 - 4.1.2 Canada
 - 4.1.3 Mexico
- 4.2 Europe
 - 4.2.1 Germany
 - 4.2.2 UK
 - 4.2.3 France
 - 4.2.4 Italy
 - 4.2.5 Rest of Europe
- 4.3 Asia-Pacific
 - 4.3.1 China

4.3.2India
4.3.3Japan
4.3.4Rest of Asia-Pacific

4.4 Latin America
4.4.1Brazil
4.4.2Rest of Latin America

4.5 Middle East and Africa

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Neel
Polaris Market Research & Consulting
+16465689980
[email us here](#)

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