

Global 4K TV Market Surges, Expected to Reach \$516.24 Billion by 2027

The Business Research Company's global market reports are now updated with the latest market sizing information for the year 2023 and forecasted to 2032

LONDON, GREATER LONDON, UK, November 23, 2023

/EINPresswire.com/ -- The [global 4K TV market](#) witnessed substantial growth, soaring from \$181.43 billion in 2022 to \$222.73 billion in 2023, marking an impressive Compound Annual Growth Rate (CAGR) of 22.8%. Projections indicate continued expansion, with the market size anticipated to reach an impressive \$516.24 billion by 2027, boasting a CAGR of 23.4%.

Consumer Demand for UHD Technology Fuels Market Growth

The driving force behind the 4K TV market's upward trajectory is the escalating consumer demand for Ultra High Definition (UHD) technology devices. UHD technology, characterized by a display resolution standard of at least 3840 by 2160 pixels (8.3 megapixels; 4K), delivers exceptionally crisp and fine images without compromising quality. This enables manufacturers to produce larger TVs, providing consumers with a more vivid and detailed picture quality. Broadband TV News reported a significant uptick in UHD technology adoption in the German TV set market, with a 75% share in April 2021. In Q1 of 2021, 1.45 million TV sets were sold in Germany, with 1.1 million being UHD TVs, capturing a 75% share. This robust demand for UHD technology devices propels the growth of the market.

For a comprehensive analysis of the global 4K TV market, explore our detailed sample report: <https://www.thebusinessresearchcompany.com/sample.aspx?id=6964&type=smp>

Key Players in the 4K TV Market

Major players shaping the 4K TV landscape include Samsung, Haier Group Corporation, Panasonic Holdings Corporation, Koninklijke Philips N.V, Sharp Corporation, LG Corporation, Sony Group Corporation, Vu Televisions, Skyworth Group Co. Ltd., Sichuan Changhong Electric Co Ltd., TCL Technology, Hitachi Ltd., Apple Inc., Toshiba Corporation, and Vizio Inc.





The 4k tv market size is expected to grow to \$516.24 billion in 2027 at a CAGR of 23.4%."

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Technological Advancements Drive Market Trends

A noteworthy trend in the 4K TV market is the emphasis on technological advancements by key industry players. Notably, TCL, a prominent China-based company, launched its groundbreaking mini LED technology in June 2021. The mini LED QLED 4K Android 11 TV C825 incorporates mini LEDs, which are smaller in size compared to regular LEDs, allowing OEMs to pack more LEDs, thereby enhancing the

viewing experience.

Regional Dominance and Market Segmentation

In 2022, North America emerged as the largest region in the 4K TV market, with comprehensive coverage in Asia-Pacific, Western Europe, Eastern Europe, South America, the Middle East, and Africa. The market is segmented based on screen size, technology, distribution channel, and end-user, offering insights into diverse consumer preferences and market dynamics.

The global 4K TV market is segmented –

1) By Screen Size: Below 52 inches, 52 – 65 inches, Above 65 inches

2) By Technology: LCD/IPS, OLED, Quantum Dot

3) By Distribution Channel: Offline Stores, Online Stores

4) By End-User: Residential, Commercial, Industrial

Access the complete report for an in-depth analysis and strategic insights into the global 4K TV market:

<https://www.thebusinessresearchcompany.com/report/4k-tv-global-market-report>

4K TV Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The 4K TV Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on [4K TV market size](#), 4K TV market drivers and

trends, [4K TV market major players](#), competitors' revenues, market positioning, and market growth across geographies. The 4K TV market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 3000+ detailed industry reports, spanning over 6500+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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