

# Connected Living Room Market Advanced Technology and New Innovations by 2032

*Connected Living Room Market Expected to Reach \$98.4 Billion by 2032—Allied Market Research*

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According to Allied Market Research, titled "[Connected Living Room Market](#)," The connected living room market was valued at \$47.26 billion in 2022, and is estimated to reach \$98.4 billion by 2032, growing at a CAGR of 7.8% from 2023 to 2032. The Connected Living

room market share is expected to witness considerable growth in the coming years, owing to the rising popularity of online media streaming, and the rise of voice-controlled devices and virtual.

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Smart TVs and streaming devices, voice-controlled home entertainment, connected gaming consoles, and others are the upcoming trends of connected living room market in the world.”

*Allied Market Research*

A connected living room is a living environment that is outfitted with interconnected devices, technologies, and services that improve the entertainment and connectivity experience for users. It involves connecting and interacting with numerous smart gadgets such as smart TVs, video streaming devices, gaming consoles, audio systems, and smart home automation systems.

The growth of the global connected living room market is driven by an increase in consumer demand for seamless and integrated entertainment experiences. The [connected](#)

[living room market demand](#) is fueled by the popularity of streaming services, the proliferation of smart home devices, and advancements in technology, driving the growth of connected living room solutions. Furthermore, the integration of artificial intelligence (AI) technologies, such as machine learning and natural language processing, can enhance user experiences, provide personalized content recommendations, and make the living room ecosystem more intelligent



and intuitive. However, the issue of interoperability and compatibility between different devices and platforms can hinder seamless integration and limit the overall user experience.

The main aim is to improve convenience, entertainment alternatives, and interconnection in the living room, offering users a more pleasurable and customized entertainment experience. These devices are designed to provide easy access to a variety of content, such as streaming services, movies, TV shows, and music. Users can utilize them to remotely control their entertainment systems and devices, personalize their preferences, and enjoy interactive and connected experiences. Furthermore, connected living room devices frequently combine with other smart home technologies, allowing users to automate and control many aspects of their living environment, such as lighting, temperature, and security.

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The connected living room industry is segmented into product type, application, component, and region. Based on product type, the connected living room market size is divided into smart TVs, gaming consoles, computers and laptops, smart speakers, [smartphones](#) and tablets, security systems, and lighting systems. In 2022, the computer and laptop segment will have the highest revenue, and the smart TVs segment will grow at a faster rate during 2023-2032.

Based on the application, the connected living room market share is categorized into video streaming, audio streaming, gaming, and security. The video streaming segment will generate the highest revenue throughout the forecast period.

The market is segmented into sensors, thermostats, cameras, communication devices, and others based on components. The camera segment will generate the highest revenue throughout the forecast period.

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Based on region, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, Germany, France, and Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, and the rest of Asia-Pacific), and LAMEA (Latin America, the Middle East, and Africa). The Asia-Pacific connected living room market industry is expected to grow at the highest CAGR during the forecast period, owing to the continued industrialization and rising disposable income levels within the region.

The key players profiled in the connected living room market, such as LG Electronics Inc., Roku Inc., Google Inc., Apple Inc., Amazon Inc., Samsung Corporation, Honeywell International Inc., Panasonic Corporation, Toshiba Corporation, and Signify Holding, are provided in this report. Market players have adopted various strategies, such as product launches and acquisitions, to

expand their foothold in the connected living room market.

## KEY FINDINGS OF THE STUDY

- The connected living room market trend is expected to grow significantly in the coming years, driven by the rising popularity of online media streaming.
- The market is expected to be driven by the demand for the proliferation of connected devices, such as smart televisions, smart speakers, gaming consoles, and set-top boxes, among others, particularly among households.
- The connected living room market analysis is highly competitive, with several major players competing for the connected living room market demand. The competition is expected to intensify in the coming years as new players enter the market. The Asia-Pacific region is expected to be a major market for the connected living room market due to the continued industrialization and the rising levels of disposable income within the region.

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David Correa

Allied Market Research

+1 800-792-5285

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