

Televisions Industry Analysis: Market Competition and Future Outlook

*The Business Research Company's
Televisions Global Market Report 2026 –
Market Size, Trends, And Forecast 2026-
2035*

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/EINPresswire.com/ -- [The televisions](#)

[industry](#) has witnessed consistent

growth over recent years, driven by technological advances and changing consumer preferences. As the market continues to evolve, new innovations and expanding content options are set to fuel further expansion. Let's explore the current market size, key driving factors, regional highlights, and emerging trends shaping the future of the televisions market.

Televisions Market Size and Growth Outlook

The televisions market has steadily increased in value, with projections showing growth from \$164.6 billion in 2025 to \$169.02 billion in 2026, representing a compound annual growth rate (CAGR) of 2.7%. This previous growth has been largely supported by the rise of LCD and LED technologies, higher disposable incomes among consumers, greater penetration of cable and satellite TV services, falling television prices, and the broadening of entertainment and media content offerings.

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[Looking ahead, the televisions market](#) is expected to maintain its upward trajectory, reaching \$195.75 billion by 2030 at a CAGR of 3.7%. This forecasted expansion is driven by advancements in OLED and QLED technologies, increasing demand for smart, connected devices, the rise of streaming services and on-demand content, growing adoption of home automation systems, and a stronger emphasis on energy efficiency and eco-friendly products. Some key trends during this period include smart TVs with voice and gesture controls, wider adoption of 8K and ultra-high-definition displays, pre-installed streaming platforms on smart TVs, and enhanced integration with home automation ecosystems.



Understanding the Role and Features of Televisions

Televisions are electronic devices designed to receive broadcast signals and present moving images and sound, serving entertainment, news, and educational purposes. They come in various formats such as LCD, LED, OLED, and plasma, and can connect to multiple media sources like cable, satellite, and streaming platforms. Many modern televisions are equipped with smart functionalities, allowing users to access online applications and content directly through the device.

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Internet Penetration as a Key Growth Driver for Televisions

One of the most influential factors boosting the global televisions market is the increasing penetration of the internet. Higher internet availability expands access to streaming platforms, which encourages the creation and consumption of online video content and video-on-demand services. This development enhances television usage by providing a broader audience with convenient access to TV shows, live broadcasts, and on-demand programming.

For instance, in September 2023, Broadband Search, a US-based company that tracks internet and TV providers, estimated that internet usage in the United States stands at approximately 93.79% of the population, or about 311.3 million individuals. This widespread internet access is playing a significant role in supporting the televisions market's growth.

Asia-Pacific Leading the Television Market

In 2025, the Asia-Pacific region held the largest share of the global televisions market, with North America ranking as the second-largest. The televisions market report covers various regions including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, offering a broad perspective on regional market dynamics.

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