



Global Direct-lit LED TV Industry Growth and Trends Forecast to 2032

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Consumer Goods	2026-07-04	119	PDF
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Description

The global Direct-lit LED TV market was valued at US\$ million in 2026 and is projected to reach US\$ million by 2032, implying a CAGR of xx% over 2026-2032.

The North America market for Direct-lit LED TV is projected to increase from US\$ million in 2026 to US\$ million by 2032, corresponding to a CAGR of % over 2026-2032.

The Europe market for Direct-lit LED TV is projected to increase from US\$ million in 2026 to US\$ million by 2032, registering a CAGR of % over 2026-2032.

The Asia Pacific market for Direct-lit LED TV is projected to increase from US\$ million in 2026 to US\$ million by 2032, at a CAGR of % over 2026-2032.

Leading global manufacturers of Direct-lit LED TV include Samsung, TCL, LG, Hisense, Skyworth, Sony, Phillips, Xiaomi and Sharp, among others. In 2025, the top three vendors together accounted for approximately % of global revenue.

Report Scope

This report provides a structured, data-driven view of the global Direct-lit LED TV market, combining harmonized quantitative metrics with targeted qualitative insight to support business and growth strategy, market positioning, and capital allocation.

The Direct-lit LED TV market size, estimates, and forecasts are presented in terms of sales volume (k units) and revenue (US\$ million), with 2025 as the base year and historical and forecast data for 2021-2032. The report segments the global Direct-lit LED TV market by Type, Application, region/country, and company, provides regional market sizes at the segment level, profiles the competitive landscape and key players and their market ranks, and reviews technology trends and new product developments relevant to Direct-lit LED TV.

Key Companies & Market Share Insights

This section analyzes the strategies and performance of leading manufacturers in the global Direct-lit LED TV market, including portfolio focus, innovation and product development, mergers and acquisitions, collaborations, and geographic expansion used to sustain or enhance competitive positions. It also summarizes recent corporate developments and key financial indicators and provides global revenue, price, and sales volume data by manufacturer for 2020-2025, enabling benchmarking of scale, pricing, and market share and supporting assessment of market concentration through indicators such as CR5 and CR10.

Direct-lit LED TV Market by Company

- Samsung
- TCL
- LG

Hisense
Skyworth
Sony
Phillips
Xiaomi
Sharp
Panasonic
Changhong
Haier
Vizio
Konka
Toshiba
Shenzhen Mtc
HUAWEI

Direct-lit LED TV Segment by Type

Below 52 Inches
52 – 65 Inches
Above 65 Inches

Direct-lit LED TV Segment by Application

Commercial Use
Private Use

Direct-lit LED TV Segment by Region

North America
United States
Canada
Mexico
Europe
Germany
France
U.K.
Italy
Russia
Spain
Netherlands
Switzerland
Sweden
Poland
Asia-Pacific
China
Japan
South Korea
India
Australia
Taiwan
Southeast Asia
South America

Brazil
Argentina
Chile
Colombia
Middle East & Africa
Egypt
South Africa
Israel
Türkiye
GCC Countries

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Direct-lit LED TV market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Direct-lit LED TV and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market.
5. This report helps stakeholders to gain insights into which regions to target globally.
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Direct-lit LED TV.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1:

Introduces the study scope of this report, executive summary of market segments by type, market size segments for North America, Europe, Asia Pacific, South America, Middle East & Africa.

Chapter 2:

Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 3:

Detailed analysis of Direct-lit LED TV manufacturers competitive landscape, price, sales, revenue, market share and ranking, latest development plan, merger, and acquisition information, etc.

Chapter 4:

Sales, revenue of Direct-lit LED TV in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the future development prospects, and market space in the world.

Chapter 5:

Introduces market segments by application, market size segment for North America, Europe, Asia Pacific, South America, Middle East & Africa.

Chapter 6:

Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product sales, revenue, price, gross margin, product introduction, recent development, etc.

Chapter 7, 8, 9, 10 and 11: North America, Europe, Asia Pacific, South America, Middle East & Africa, sales and revenue by country.

Chapter 12:

Analysis of industrial chain, key raw materials, manufacturing cost, and market dynamics.

Chapter 13:

Concluding Insights of the report.

Table of Contents

1 Market Overview

- 1.1 Product Definition
- 1.2 Global Market Growth Prospects
 - 1.2.1 Global Direct-lit LED TV Market Size Estimates and Forecasts (2021-2032)
 - 1.2.2 Global Direct-lit LED TV Sales Estimates and Forecasts (2021-2032)
- 1.3 Direct-lit LED TV Market by Type
 - 1.3.1 Below 52 Inches
 - 1.3.2 52 – 65 Inches
 - 1.3.3 Above 65 Inches
- 1.4 Global Direct-lit LED TV Market Size by Type
 - 1.4.1 Global Direct-lit LED TV Market Size Overview by Type (2021-2032)
 - 1.4.2 Global Direct-lit LED TV Historic Market Size Review by Type (2021-2026)
 - 1.4.3 Global Direct-lit LED TV Forecasted Market Size by Type (2027-2032)
- 1.5 Key Regions Market Size by Type
 - 1.5.1 North America Direct-lit LED TV Sales Breakdown by Type (2021-2026)
 - 1.5.2 Europe Direct-lit LED TV Sales Breakdown by Type (2021-2026)
 - 1.5.3 Asia-Pacific Direct-lit LED TV Sales Breakdown by Type (2021-2026)
 - 1.5.4 South America Direct-lit LED TV Sales Breakdown by Type (2021-2026)
 - 1.5.5 Middle East and Africa Direct-lit LED TV Sales Breakdown by Type (2021-2026)

2 Global Market Dynamics

- 2.1 Direct-lit LED TV Industry Trends
- 2.2 Direct-lit LED TV Industry Drivers
- 2.3 Direct-lit LED TV Industry Opportunities and Challenges
- 2.4 Direct-lit LED TV Industry Restraints

3 Market Competitive Landscape by Company

- 3.1 Global Top Players by Direct-lit LED TV Revenue (2021-2026)
- 3.2 Global Top Players by Direct-lit LED TV Sales (2021-2026)
- 3.3 Global Top Players by Direct-lit LED TV Price (2021-2026)
- 3.4 Global Direct-lit LED TV Industry Company Ranking, 2024 VS 2025 VS 2026
- 3.5 Global Direct-lit LED TV Major Company Production Sites & Headquarters
- 3.6 Global Direct-lit LED TV Company, Product Type & Application
- 3.7 Global Direct-lit LED TV Company Establishment Date
- 3.8 Market Competitive Analysis
 - 3.8.1 Global Direct-lit LED TV Market CR5 and HHI
 - 3.8.2 Global Top 5 and 10 Direct-lit LED TV Players Market Share by Revenue in 2025
 - 3.8.3 2025 Direct-lit LED TV Tier 1, Tier 2, and Tier 3

4 Direct-lit LED TV Regional Status and Outlook

- 4.1 Global Direct-lit LED TV Market Size and CAGR by Region: 2021 VS 2025 VS 2032
- 4.2 Global Direct-lit LED TV Historic Market Size by Region
 - 4.2.1 Global Direct-lit LED TV Sales in Volume by Region (2021-2026)
 - 4.2.2 Global Direct-lit LED TV Sales in Value by Region (2021-2026)
 - 4.2.3 Global Direct-lit LED TV Sales (Volume & Value), Price and Gross Margin (2021-2026)

- 4.3 Global Direct-lit LED TV Forecasted Market Size by Region
 - 4.3.1 Global Direct-lit LED TV Sales in Volume by Region (2027-2032)
 - 4.3.2 Global Direct-lit LED TV Sales in Value by Region (2027-2032)
 - 4.3.3 Global Direct-lit LED TV Sales (Volume & Value), Price and Gross Margin (2027-2032)

5 Direct-lit LED TV by Application

- 5.1 Direct-lit LED TV Market by Application
 - 5.1.1 Commercial Use
 - 5.1.2 Private Use
- 5.2 Global Direct-lit LED TV Market Size by Application
 - 5.2.1 Global Direct-lit LED TV Market Size Overview by Application (2021-2032)
 - 5.2.2 Global Direct-lit LED TV Historic Market Size Review by Application (2021-2026)
 - 5.2.3 Global Direct-lit LED TV Forecasted Market Size by Application (2027-2032)
- 5.3 Key Regions Market Size by Application
 - 5.3.1 North America Direct-lit LED TV Sales Breakdown by Application (2021-2026)
 - 5.3.2 Europe Direct-lit LED TV Sales Breakdown by Application (2021-2026)
 - 5.3.3 Asia-Pacific Direct-lit LED TV Sales Breakdown by Application (2021-2026)
 - 5.3.4 South America Direct-lit LED TV Sales Breakdown by Application (2021-2026)
 - 5.3.5 Middle East and Africa Direct-lit LED TV Sales Breakdown by Application (2021-2026)

6 Company Profiles

- 6.1 Samsung
 - 6.1.1 Samsung Company Information
 - 6.1.2 Samsung Business Overview
 - 6.1.3 Samsung Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)
 - 6.1.4 Samsung Direct-lit LED TV Product Portfolio
 - 6.1.5 Samsung Recent Developments
- 6.2 TCL
 - 6.2.1 TCL Company Information
 - 6.2.2 TCL Business Overview
 - 6.2.3 TCL Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)
 - 6.2.4 TCL Direct-lit LED TV Product Portfolio
 - 6.2.5 TCL Recent Developments
- 6.3 LG
 - 6.3.1 LG Company Information
 - 6.3.2 LG Business Overview
 - 6.3.3 LG Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)
 - 6.3.4 LG Direct-lit LED TV Product Portfolio
 - 6.3.5 LG Recent Developments
- 6.4 Hisense
 - 6.4.1 Hisense Company Information
 - 6.4.2 Hisense Business Overview
 - 6.4.3 Hisense Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)
 - 6.4.4 Hisense Direct-lit LED TV Product Portfolio
 - 6.4.5 Hisense Recent Developments
- 6.5 Skyworth
 - 6.5.1 Skyworth Company Information
 - 6.5.2 Skyworth Business Overview
 - 6.5.3 Skyworth Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)

6.5.4 Skyworth Direct-lit LED TV Product Portfolio

6.5.5 Skyworth Recent Developments

6.6 Sony

6.6.1 Sony Company Information

6.6.2 Sony Business Overview

6.6.3 Sony Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)

6.6.4 Sony Direct-lit LED TV Product Portfolio

6.6.5 Sony Recent Developments

6.7 Phillips

6.7.1 Phillips Company Information

6.7.2 Phillips Business Overview

6.7.3 Phillips Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)

6.7.4 Phillips Direct-lit LED TV Product Portfolio

6.7.5 Phillips Recent Developments

6.8 Xiaomi

6.8.1 Xiaomi Company Information

6.8.2 Xiaomi Business Overview

6.8.3 Xiaomi Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)

6.8.4 Xiaomi Direct-lit LED TV Product Portfolio

6.8.5 Xiaomi Recent Developments

6.9 Sharp

6.9.1 Sharp Company Information

6.9.2 Sharp Business Overview

6.9.3 Sharp Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)

6.9.4 Sharp Direct-lit LED TV Product Portfolio

6.9.5 Sharp Recent Developments

6.10 Panasonic

6.10.1 Panasonic Company Information

6.10.2 Panasonic Business Overview

6.10.3 Panasonic Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)

6.10.4 Panasonic Direct-lit LED TV Product Portfolio

6.10.5 Panasonic Recent Developments

6.11 Changhong

6.11.1 Changhong Company Information

6.11.2 Changhong Business Overview

6.11.3 Changhong Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)

6.11.4 Changhong Direct-lit LED TV Product Portfolio

6.11.5 Changhong Recent Developments

6.12 Haier

6.12.1 Haier Company Information

6.12.2 Haier Business Overview

6.12.3 Haier Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)

6.12.4 Haier Direct-lit LED TV Product Portfolio

6.12.5 Haier Recent Developments

6.13 Vizio

6.13.1 Vizio Company Information

6.13.2 Vizio Business Overview

6.13.3 Vizio Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)

6.13.4 Vizio Direct-lit LED TV Product Portfolio

6.13.5 Vizio Recent Developments

6.14 Konka

6.14.1 Konka Company Information

6.14.2 Konka Business Overview

6.14.3 Konka Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)

6.14.4 Konka Direct-lit LED TV Product Portfolio

6.14.5 Konka Recent Developments

6.15 Toshiba

6.15.1 Toshiba Company Information

6.15.2 Toshiba Business Overview

6.15.3 Toshiba Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)

6.15.4 Toshiba Direct-lit LED TV Product Portfolio

6.15.5 Toshiba Recent Developments

6.16 Shenzhen Mtc

6.16.1 Shenzhen Mtc Company Information

6.16.2 Shenzhen Mtc Business Overview

6.16.3 Shenzhen Mtc Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)

6.16.4 Shenzhen Mtc Direct-lit LED TV Product Portfolio

6.16.5 Shenzhen Mtc Recent Developments

6.17 HUAWEI

6.17.1 HUAWEI Company Information

6.17.2 HUAWEI Business Overview

6.17.3 HUAWEI Direct-lit LED TV Sales, Revenue and Gross Margin (2021-2026)

6.17.4 HUAWEI Direct-lit LED TV Product Portfolio

6.17.5 HUAWEI Recent Developments

7 North America by Country

7.1 North America Direct-lit LED TV Sales by Country

7.1.1 North America Direct-lit LED TV Sales Growth Rate (CAGR) by Country: 2021 VS 2025 VS 2032

7.1.2 North America Direct-lit LED TV Sales by Country (2021-2026)

7.1.3 North America Direct-lit LED TV Sales Forecast by Country (2027-2032)

7.2 North America Direct-lit LED TV Market Size by Country

7.2.1 North America Direct-lit LED TV Market Size Growth Rate (CAGR) by Country: 2021 VS 2025 VS 2032

7.2.2 North America Direct-lit LED TV Market Size by Country (2021-2026)

7.2.3 North America Direct-lit LED TV Market Size Forecast by Country (2027-2032)

8 Europe by Country

8.1 Europe Direct-lit LED TV Sales by Country

8.1.1 Europe Direct-lit LED TV Sales Growth Rate (CAGR) by Country: 2021 VS 2025 VS 2032

8.1.2 Europe Direct-lit LED TV Sales by Country (2021-2026)

8.1.3 Europe Direct-lit LED TV Sales Forecast by Country (2027-2032)

8.2 Europe Direct-lit LED TV Market Size by Country

8.2.1 Europe Direct-lit LED TV Market Size Growth Rate (CAGR) by Country: 2021 VS 2025 VS 2032

8.2.2 Europe Direct-lit LED TV Market Size by Country (2021-2026)

8.2.3 Europe Direct-lit LED TV Market Size Forecast by Country (2027-2032)

9 Asia-Pacific by Country

9.1 Asia-Pacific Direct-lit LED TV Sales by Country

9.1.1 Asia-Pacific Direct-lit LED TV Sales Growth Rate (CAGR) by Country: 2021 VS 2025 VS 2032

9.1.2 Asia-Pacific Direct-lit LED TV Sales by Country (2021-2026)

9.1.3 Asia-Pacific Direct-lit LED TV Sales Forecast by Country (2027-2032)

9.2 Asia-Pacific Direct-lit LED TV Market Size by Country

9.2.1 Asia-Pacific Direct-lit LED TV Market Size Growth Rate (CAGR) by Country: 2021 VS 2025 VS 2032

9.2.2 Asia-Pacific Direct-lit LED TV Market Size by Country (2021-2026)

9.2.3 Asia-Pacific Direct-lit LED TV Market Size Forecast by Country (2027-2032)

10 South America by Country

10.1 South America Direct-lit LED TV Sales by Country

10.1.1 South America Direct-lit LED TV Sales Growth Rate (CAGR) by Country: 2021 VS 2025 VS 2032

10.1.2 South America Direct-lit LED TV Sales by Country (2021-2026)

10.1.3 South America Direct-lit LED TV Sales Forecast by Country (2027-2032)

10.2 South America Direct-lit LED TV Market Size by Country

10.2.1 South America Direct-lit LED TV Market Size Growth Rate (CAGR) by Country: 2021 VS 2025 VS 2032

10.2.2 South America Direct-lit LED TV Market Size by Country (2021-2026)

10.2.3 South America Direct-lit LED TV Market Size Forecast by Country (2027-2032)

11 Middle East and Africa by Country

11.1 Middle East and Africa Direct-lit LED TV Sales by Country

11.1.1 Middle East and Africa Direct-lit LED TV Sales Growth Rate (CAGR) by Country: 2021 VS 2025 VS 2032

11.1.2 Middle East and Africa Direct-lit LED TV Sales by Country (2021-2026)

11.1.3 Middle East and Africa Direct-lit LED TV Sales Forecast by Country (2027-2032)

11.2 Middle East and Africa Direct-lit LED TV Market Size by Country

11.2.1 Middle East and Africa Direct-lit LED TV Market Size Growth Rate (CAGR) by Country: 2021 VS 2025 VS 2032

11.2.2 Middle East and Africa Direct-lit LED TV Market Size by Country (2021-2026)

11.2.3 Middle East and Africa Direct-lit LED TV Market Size Forecast by Country (2027-2032)

12 Value Chain and Sales Channels Analysis

12.1 Direct-lit LED TV Value Chain Analysis

12.1.1 Direct-lit LED TV Key Raw Materials

12.1.2 Key Raw Materials Price

12.1.3 Raw Materials Key Suppliers

12.1.4 Manufacturing Cost Structure

12.1.5 Direct-lit LED TV Production Mode & Process

12.2 Direct-lit LED TV Sales Channels Analysis

12.2.1 Direct Comparison with Distribution Share

12.2.2 Direct-lit LED TV Distributors

12.2.3 Direct-lit LED TV Customers

13 Concluding Insights

14 Appendix

14.1 Reasons for Doing This Study

14.2 Research Methodology

14.3 Research Process

14.4 Authors List of This Report

14.5 Data Source

14.5.1 Secondary Sources

14.5.2 Primary Sources

List of Tables and Figures

List of Tables:

- Table 1: Major Company of Below 52 Inches
- Table 2: Major Company of 52 – 65 Inches
- Table 3: Major Company of Above 65 Inches
- Table 4: Global Direct-lit LED TV Sales by Type (2021 VS 2025 VS 2032) & (US\$ Million)
- Table 5: Global Direct-lit LED TV Sales by Type (2021-2026) & (k units)
- Table 6: Global Direct-lit LED TV Sales Market Share in Volume by Type (2021-2026)
- Table 7: Global Direct-lit LED TV Sales by Type (2021-2026) & (US\$ Million)
- Table 8: Global Direct-lit LED TV Sales Market Share in Value by Type (2021-2026)
- Table 9: Global Direct-lit LED TV Price by Type (2021-2026) & (USD/unit)
- Table 10: Global Direct-lit LED TV Sales by Type (2027-2032) & (k units)
- Table 11: Global Direct-lit LED TV Sales Market Share in Volume by Type (2027-2032)
- Table 12: Global Direct-lit LED TV Sales by Type (2027-2032) & (US\$ Million)
- Table 13: Global Direct-lit LED TV Sales Market Share in Value by Type (2027-2032)
- Table 14: Global Direct-lit LED TV Price by Type (2027-2032) & (USD/unit)
- Table 15: North America Direct-lit LED TV Sales by Type (2021-2026) & (k units)
- Table 16: North America Direct-lit LED TV Sales by Type (2021-2026) & (US\$ Million)
- Table 17: Europe Direct-lit LED TV Sales by Type (2021-2026) & (k units)
- Table 18: Europe Direct-lit LED TV Sales by Type (2021-2026) & (US\$ Million)
- Table 19: Asia-Pacific Direct-lit LED TV Sales by Type (2021-2026) & (k units)
- Table 20: Asia-Pacific Direct-lit LED TV Sales by Type (2021-2026) & (US\$ Million)
- Table 21: Latin America Direct-lit LED TV Sales by Type (2021-2026) & (k units)
- Table 22: Latin America Direct-lit LED TV Sales by Type (2021-2026) & (US\$ Million)
- Table 23: Middle East and Africa Direct-lit LED TV Sales by Type (2021-2026) & (k units)
- Table 24: Middle East and Africa Direct-lit LED TV Sales by Type (2021-2026) & (US\$ Million)
- Table 25: Direct-lit LED TV Industry Trends
- Table 26: Direct-lit LED TV Industry Drivers
- Table 27: Direct-lit LED TV Industry Opportunities and Challenges
- Table 28: Direct-lit LED TV Industry Restraints
- Table 29: Global Direct-lit LED TV Sales Revenue by Company (US\$ Million) & (2021-2026)
- Table 30: Global Direct-lit LED TV Revenue Market Share by Company (2021-2026)
- Table 31: Global Direct-lit LED TV Sales by Company (2021-2026) & (k units)
- Table 32: Global Direct-lit LED TV Sales Share by Company (2021-2026)
- Table 33: Global Direct-lit LED TV Market Price by Company (2021-2026) & (USD/unit)
- Table 34: Global Direct-lit LED TV Industry Company Ranking, 2024 VS 2025 VS 2026
- Table 35: Global Direct-lit LED TV Major Company Production Sites and Headquarters
- Table 36: Global Direct-lit LED TV Company, Product Type & Application
- Table 37: Global Direct-lit LED TV Company Establishment Date
- Table 38: Global Company Market Concentration Ratio (CR5 and HHI)
- Table 39: Global Direct-lit LED TV by Company Type (Tier 1, Tier 2, and Tier 3) & (Based on the Revenue of 2025)
- Table 40: Global Direct-lit LED TV Market Size Comparison by Region (US\$ Million): 2021 VS 2025 VS 2032
- Table 41: Global Direct-lit LED TV Sales by Region (2021-2026) & (k units)
- Table 42: Global Direct-lit LED TV Sales Market Share in Volume by Region (2021-2026)
- Table 43: Global Direct-lit LED TV Sales by Region (2021-2026) & (US\$ Million)
- Table 44: Global Direct-lit LED TV Sales Market Share in Value by Region (2021-2026)
- Table 45: Global Direct-lit LED TV Sales (k units), Value (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 46: Global Direct-lit LED TV Sales by Region (2027-2032) & (k units)
- Table 47: Global Direct-lit LED TV Sales Market Share in Volume by Region (2027-2032)
- Table 48: Global Direct-lit LED TV Sales by Region (2027-2032) & (US\$ Million)
- Table 49: Global Direct-lit LED TV Sales Market Share in Value by Region (2027-2032)
- Table 50: Global Direct-lit LED TV Sales (k units), Value (US\$ Million), Price (USD/unit) and Gross Margin (2027-2032)
- Table 51: Global Direct-lit LED TV Sales by Application (2021 VS 2025 VS 2032) & (US\$ Million)
- Table 52: Global Direct-lit LED TV Sales by Application (2021-2026) & (k units)
- Table 53: Global Direct-lit LED TV Sales Market Share in Volume by Application (2021-2026)
- Table 54: Global Direct-lit LED TV Sales by Application (2021-2026) & (US\$ Million)
- Table 55: Global Direct-lit LED TV Sales Market Share in Value by Application (2021-2026)

- Table 56: Global Direct-lit LED TV Price by Application (2021-2026) & (USD/unit)
- Table 57: Global Direct-lit LED TV Sales by Application (2027-2032) & (k units)
- Table 58: Global Direct-lit LED TV Sales Market Share in Volume by Application (2027-2032)
- Table 59: Global Direct-lit LED TV Sales by Application (2027-2032) & (US\$ Million)
- Table 60: Global Direct-lit LED TV Sales Market Share in Value by Application (2027-2032)
- Table 61: Global Direct-lit LED TV Price by Application (2027-2032) & (USD/unit)
- Table 62: North America Direct-lit LED TV Sales by Application (2021-2026) & (k units)
- Table 63: North America Direct-lit LED TV Sales by Application (2021-2026) & (US\$ Million)
- Table 64: Europe Direct-lit LED TV Sales by Application (2021-2026) & (k units)
- Table 65: Europe Direct-lit LED TV Sales by Application (2021-2026) & (US\$ Million)
- Table 66: Asia-Pacific Direct-lit LED TV Sales by Application (2021-2026) & (k units)
- Table 67: Asia-Pacific Direct-lit LED TV Sales by Application (2021-2026) & (US\$ Million)
- Table 68: Latin America Direct-lit LED TV Sales by Application (2021-2026) & (k units)
- Table 69: Latin America Direct-lit LED TV Sales by Application (2021-2026) & (US\$ Million)
- Table 70: Middle East and Africa Direct-lit LED TV Sales by Application (2021-2026) & (k units)
- Table 71: Middle East and Africa Direct-lit LED TV Sales by Application (2021-2026) & (US\$ Million)
- Table 72: Samsung Company Information
- Table 73: Samsung Business Overview
- Table 74: Samsung Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 75: Samsung Direct-lit LED TV Product Portfolio
- Table 76: Samsung Recent Development
- Table 77: TCL Company Information
- Table 78: TCL Business Overview
- Table 79: TCL Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 80: TCL Direct-lit LED TV Product Portfolio
- Table 81: TCL Recent Development
- Table 82: LG Company Information
- Table 83: LG Business Overview
- Table 84: LG Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 85: LG Direct-lit LED TV Product Portfolio
- Table 86: LG Recent Development
- Table 87: Hisense Company Information
- Table 88: Hisense Business Overview
- Table 89: Hisense Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 90: Hisense Direct-lit LED TV Product Portfolio
- Table 91: Hisense Recent Development
- Table 92: Skyworth Company Information
- Table 93: Skyworth Business Overview
- Table 94: Skyworth Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 95: Skyworth Direct-lit LED TV Product Portfolio
- Table 96: Skyworth Recent Development
- Table 97: Sony Company Information
- Table 98: Sony Business Overview
- Table 99: Sony Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 100: Sony Direct-lit LED TV Product Portfolio
- Table 101: Sony Recent Development
- Table 102: Phillips Company Information
- Table 103: Phillips Business Overview
- Table 104: Phillips Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 105: Phillips Direct-lit LED TV Product Portfolio
- Table 106: Phillips Recent Development
- Table 107: Xiaomi Company Information
- Table 108: Xiaomi Business Overview
- Table 109: Xiaomi Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 110: Xiaomi Direct-lit LED TV Product Portfolio
- Table 111: Xiaomi Recent Development
- Table 112: Sharp Company Information
- Table 113: Sharp Business Overview
- Table 114: Sharp Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 115: Sharp Direct-lit LED TV Product Portfolio
- Table 116: Sharp Recent Development
- Table 117: Panasonic Company Information
- Table 118: Panasonic Business Overview
- Table 119: Panasonic Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 120: Panasonic Direct-lit LED TV Product Portfolio

- Table 121: Panasonic Recent Development
- Table 122: Changhong Company Information
- Table 123: Changhong Business Overview
- Table 124: Changhong Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 125: Changhong Direct-lit LED TV Product Portfolio
- Table 126: Changhong Recent Development
- Table 127: Haier Company Information
- Table 128: Haier Business Overview
- Table 129: Haier Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 130: Haier Direct-lit LED TV Product Portfolio
- Table 131: Haier Recent Development
- Table 132: Vizio Company Information
- Table 133: Vizio Business Overview
- Table 134: Vizio Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 135: Vizio Direct-lit LED TV Product Portfolio
- Table 136: Vizio Recent Development
- Table 137: Konka Company Information
- Table 138: Konka Business Overview
- Table 139: Konka Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 140: Konka Direct-lit LED TV Product Portfolio
- Table 141: Konka Recent Development
- Table 142: Toshiba Company Information
- Table 143: Toshiba Business Overview
- Table 144: Toshiba Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 145: Toshiba Direct-lit LED TV Product Portfolio
- Table 146: Toshiba Recent Development
- Table 147: Shenzhen Mtc Company Information
- Table 148: Shenzhen Mtc Business Overview
- Table 149: Shenzhen Mtc Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 150: Shenzhen Mtc Direct-lit LED TV Product Portfolio
- Table 151: Shenzhen Mtc Recent Development
- Table 152: HUAWEI Company Information
- Table 153: HUAWEI Business Overview
- Table 154: HUAWEI Direct-lit LED TV Sales (k units), Revenue (US\$ Million), Price (USD/unit) and Gross Margin (2021-2026)
- Table 155: HUAWEI Direct-lit LED TV Product Portfolio
- Table 156: HUAWEI Recent Development
- Table 157: North America Direct-lit LED TV Market Size Growth Rate (CAGR) by Country (k units): 2021 VS 2025 VS 2032
- Table 158: North America Direct-lit LED TV Sales by Country (2021-2026) & (k units)
- Table 159: North America Direct-lit LED TV Sales Market Share by Country (2021-2026)
- Table 160: North America Direct-lit LED TV Sales Forecast by Country (2027-2032) & (k units)
- Table 161: North America Direct-lit LED TV Sales Market Share Forecast by Country (2027-2032)
- Table 162: North America Direct-lit LED TV Market Size Growth Rate (CAGR) by Country (US\$ Million): 2021 VS 2025 VS 2032
- Table 163: North America Direct-lit LED TV Market Size by Country (2021-2026) & (US\$ Million)
- Table 164: North America Direct-lit LED TV Market Share by Country (2021-2026)
- Table 165: North America Direct-lit LED TV Market Size Forecast by Country (2027-2032) & (US\$ Million)
- Table 166: North America Direct-lit LED TV Market Share Forecast by Country (2027-2032)
- Table 167: Europe Direct-lit LED TV Market Size Growth Rate (CAGR) by Country (k units): 2021 VS 2025 VS 2032
- Table 168: Europe Direct-lit LED TV Sales by Country (2021-2026) & (k units)
- Table 169: Europe Direct-lit LED TV Sales Market Share by Country (2021-2026)
- Table 170: Europe Direct-lit LED TV Sales Forecast by Country (2027-2032) & (k units)
- Table 171: Europe Direct-lit LED TV Sales Market Share Forecast by Country (2027-2032)
- Table 172: Europe Direct-lit LED TV Market Size Growth Rate (CAGR) by Country (US\$ Million): 2021 VS 2025 VS 2032
- Table 173: Europe Direct-lit LED TV Market Size by Country (2021-2026) & (US\$ Million)
- Table 174: Europe Direct-lit LED TV Market Share by Country (2021-2026)
- Table 175: Europe Direct-lit LED TV Market Size Forecast by Country (2027-2032) & (US\$ Million)
- Table 176: Europe Direct-lit LED TV Market Share Forecast by Country (2027-2032)
- Table 177: Asia-Pacific Direct-lit LED TV Market Size Growth Rate (CAGR) by Country (k units): 2021 VS 2025 VS 2032
- Table 178: Asia-Pacific Direct-lit LED TV Sales by Country (2021-2026) & (k units)
- Table 179: Asia-Pacific Direct-lit LED TV Sales Market Share by Country (2021-2026)
- Table 180: Asia-Pacific Direct-lit LED TV Sales Forecast by Country (2027-2032) & (k units)
- Table 181: Asia-Pacific Direct-lit LED TV Sales Market Share Forecast by Country (2027-2032)
- Table 182: Asia-Pacific Direct-lit LED TV Market Size Growth Rate (CAGR) by Country (US\$ Million): 2021 VS 2025 VS 2032

- Table 183: Asia-Pacific Direct-lit LED TV Market Size by Country (2021-2026) & (US\$ Million)
- Table 184: Asia-Pacific Direct-lit LED TV Market Share by Country (2021-2026)
- Table 185: Asia-Pacific Direct-lit LED TV Market Size Forecast by Country (2027-2032) & (US\$ Million)
- Table 186: Asia-Pacific Direct-lit LED TV Market Share Forecast by Country (2027-2032)
- Table 187: Latin America Direct-lit LED TV Market Size Growth Rate (CAGR) by Country (k units): 2021 VS 2025 VS 2032
- Table 188: Latin America Direct-lit LED TV Sales by Country (2021-2026) & (k units)
- Table 189: Latin America Direct-lit LED TV Sales Market Share by Country (2021-2026)
- Table 190: Latin America Direct-lit LED TV Sales Forecast by Country (2027-2032) & (k units)
- Table 191: Latin America Direct-lit LED TV Sales Market Share Forecast by Country (2027-2032)
- Table 192: Latin America Direct-lit LED TV Market Size Growth Rate (CAGR) by Country (US\$ Million): 2021 VS 2025 VS 2032
- Table 193: Latin America Direct-lit LED TV Market Size by Country (2021-2026) & (US\$ Million)
- Table 194: Latin America Direct-lit LED TV Market Share by Country (2021-2026)
- Table 195: Latin America Direct-lit LED TV Market Size Forecast by Country (2027-2032) & (US\$ Million)
- Table 196: Latin America Direct-lit LED TV Market Share Forecast by Country (2027-2032)
- Table 197: Middle East and Africa Direct-lit LED TV Market Size Growth Rate (CAGR) by Country (k units): 2021 VS 2025 VS 2032
- Table 198: Middle East and Africa Direct-lit LED TV Sales by Country (2021-2026) & (k units)
- Table 199: Middle East and Africa Direct-lit LED TV Sales Market Share by Country (2021-2026)
- Table 200: Middle East and Africa Direct-lit LED TV Sales Forecast by Country (2027-2032) & (k units)
- Table 201: Middle East and Africa Direct-lit LED TV Sales Market Share Forecast by Country (2027-2032)
- Table 202: Middle East and Africa Direct-lit LED TV Market Size Growth Rate (CAGR) by Country (US\$ Million): 2021 VS 2025 VS 2032
- Table 203: Middle East and Africa Direct-lit LED TV Market Size by Country (2021-2026) & (US\$ Million)
- Table 204: Middle East and Africa Direct-lit LED TV Market Share by Country (2021-2026)
- Table 205: Middle East and Africa Direct-lit LED TV Market Size Forecast by Country (2027-2032) & (US\$ Million)
- Table 206: Middle East and Africa Direct-lit LED TV Market Share Forecast by Country (2027-2032)
- Table 207: Key Raw Materials
- Table 208: Raw Materials Key Suppliers
- Table 209: Direct-lit LED TV Distributors List
- Table 210: Direct-lit LED TV Customers List
- Table 211: Research Programs/Design for This Report
- Table 212: Authors List of This Report
- Table 213: Secondary Sources
- Table 214: Primary Sources

List of Figures:

- Figure 1: Direct-lit LED TV Image
- Figure 2: Global Direct-lit LED TV Market Size (US\$ Million), 2021 VS 2025 VS 2032
- Figure 3: Global Direct-lit LED TV Market Size (2021-2032) & (US\$ Million)
- Figure 4: Global Direct-lit LED TV Sales (2021-2032) & (k units)
- Figure 5: Below 52 Inches Image
- Figure 6: Global Below 52 Inches Sales YoY Growth (2021-2032) & (k units)
- Figure 7: 52 – 65 Inches Image
- Figure 8: Global 52 – 65 Inches Sales YoY Growth (2021-2032) & (k units)
- Figure 9: Above 65 Inches Image
- Figure 10: Global Above 65 Inches Sales YoY Growth (2021-2032) & (k units)
- Figure 11: Global Direct-lit LED TV Market Size Overview by Type (2021-2032) & (US\$ Million)
- Figure 12: Global Direct-lit LED TV Market Share by Type 2025 VS 2032
- Figure 13: North America Direct-lit LED TV Sales Market Share in Volume by Type in 2025
- Figure 14: North America Direct-lit LED TV Sales Market Share in Value by Type in 2025
- Figure 15: Europe Direct-lit LED TV Sales Market Share in Volume by Type in 2025
- Figure 16: Europe Direct-lit LED TV Sales Market Share in Value by Type in 2025
- Figure 17: Asia-Pacific Direct-lit LED TV Sales Market Share in Volume by Type in 2025
- Figure 18: Asia-Pacific Direct-lit LED TV Sales Market Share in Value by Type in 2025
- Figure 19: Latin America Direct-lit LED TV Sales Market Share in Volume by Type in 2025
- Figure 20: Latin America Direct-lit LED TV Sales Market Share in Value by Type in 2025
- Figure 21: Middle East and Africa Direct-lit LED TV Sales Market Share in Volume by Type in 2025
- Figure 22: Middle East and Africa Direct-lit LED TV Sales Market Share in Value by Type in 2025
- Figure 23: Global Top 5 and 10 Direct-lit LED TV Players Market Share by Revenue in 2025
- Figure 24: Company Type (Tier 1, Tier 2, and Tier 3): 2021 VS 2025
- Figure 25: Commercial Use Image
- Figure 26: Global Commercial Use Sales YoY Growth (2021-2032) & (k units)
- Figure 27: Private Use Image

- Figure 28: Global Private Use Sales YoY Growth (2021-2032) & (k units)
- Figure 29: Global Direct-lit LED TV Market Size Overview by Application (2021-2032) & (US\$ Million)
- Figure 30: Global Direct-lit LED TV Market Share by Application 2025 VS 2032
- Figure 31: North America Direct-lit LED TV Sales Market Share in Volume by Application in 2025
- Figure 32: North America Direct-lit LED TV Sales Market Share in Value by Application in 2025
- Figure 33: Europe Direct-lit LED TV Sales Market Share in Volume by Application in 2025
- Figure 34: Europe Direct-lit LED TV Sales Market Share in Value by Application in 2025
- Figure 35: Asia-Pacific Direct-lit LED TV Sales Market Share in Volume by Application in 2025
- Figure 36: Asia-Pacific Direct-lit LED TV Sales Market Share in Value by Application in 2025
- Figure 37: Latin America Direct-lit LED TV Sales Market Share in Volume by Application in 2025
- Figure 38: Latin America Direct-lit LED TV Sales Market Share in Value by Application in 2025
- Figure 39: Middle East and Africa Direct-lit LED TV Sales Market Share in Volume by Application in 2025
- Figure 40: Middle East and Africa Direct-lit LED TV Sales Market Share in Value by Application in 2025
- Figure 41: North America Direct-lit LED TV Sales by Country: 2021 VS 2025 VS 2032 (k units)
- Figure 42: North America Direct-lit LED TV Sales Share by Country: 2021 VS 2025 VS 2032
- Figure 43: North America Direct-lit LED TV Market Size by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Figure 44: North America Direct-lit LED TV Market Share by Country: 2021 VS 2025 VS 2032
- Figure 45: Europe Direct-lit LED TV Sales by Country: 2021 VS 2025 VS 2032 (k units)
- Figure 46: Europe Direct-lit LED TV Sales Share by Country: 2021 VS 2025 VS 2032
- Figure 47: Europe Direct-lit LED TV Market Size by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Figure 48: Europe Direct-lit LED TV Market Share by Country: 2021 VS 2025 VS 2032
- Figure 49: Asia-Pacific Direct-lit LED TV Sales by Country: 2021 VS 2025 VS 2032 (k units)
- Figure 50: Asia-Pacific Direct-lit LED TV Sales Share by Country: 2021 VS 2025 VS 2032
- Figure 51: Asia-Pacific Direct-lit LED TV Market Size by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Figure 52: Asia-Pacific Direct-lit LED TV Market Share by Country: 2021 VS 2025 VS 2032
- Figure 53: Latin America Direct-lit LED TV Sales by Country: 2021 VS 2025 VS 2032 (k units)
- Figure 54: Latin America Direct-lit LED TV Sales Share by Country: 2021 VS 2025 VS 2032
- Figure 55: Latin America Direct-lit LED TV Market Size by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Figure 56: Latin America Direct-lit LED TV Market Share by Country: 2021 VS 2025 VS 2032
- Figure 57: Middle East and Africa Direct-lit LED TV Sales by Country: 2021 VS 2025 VS 2032 (k units)
- Figure 58: Middle East and Africa Direct-lit LED TV Sales Share by Country: 2021 VS 2025 VS 2032
- Figure 59: Middle East and Africa Direct-lit LED TV Market Size by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Figure 60: Middle East and Africa Direct-lit LED TV Market Share by Country: 2021 VS 2025 VS 2032
- Figure 61: Direct-lit LED TV Value Chain
- Figure 62: Key Raw Materials Price
- Figure 63: Manufacturing Cost Structure
- Figure 64: Direct-lit LED TV Production Mode & Process
- Figure 65: Direct Comparison with Distribution Share
- Figure 66: Distributors Profiles
- Figure 67: Years Considered
- Figure 68: Research Process
- Figure 69: Key Executives Interviewed