



Global TV Market Outlook and Growth Opportunities 2026

Industry	Published	Pages	Format
Consumer Goods	2025-12-20	195	PDF
Single User	Multi User	Enterprise	
USD 4,250	USD 6,375	USD 8,500	

Description

Television (Television, TV, Video) refers to a device that uses electronic technology to transmit active picture pictures and audio signals, ie, a television receiver. It is also an important broadcast and video communication tool.

Samsung was the global greatest company in TV industry, with the market Share of 17% , followed by TCL, LG, Hisense, Skyworth, Sony, Phillips+AOC, MI, Sharp, Panasonic, Changhong, Haier, Vizio, Konka, Funai.

This report provides an overview of the global TV market in terms of sales, revenue, and price, analyzing global market trends using historical revenue and sales data for 2021-2025, estimates for 2026, and projected CAGRs through 2032.

The study covers key producers of TV and sales in major regions and countries, assesses future market potential, and highlights priority regions and countries for segmenting the market into sub-sectors, with country-specific market value data for the U.S., Canada, Mexico, Brazil, China, Japan, South Korea, Southeast Asia, India, Germany, the U.K., Italy, the Middle East, Africa, and other countries.

The report also presents TV sales, revenue, market share, and industry ranking for the main manufacturers for 2021-2026, identifies the major stakeholders in the global market, and analyzes their competitive landscape and market positioning based on recent developments and segmental revenues.

In addition, the report analyzes segment data by Type and Application—covering sales, revenue, and price—for 2021-2032, and evaluates and forecasts the TV market size, projected growth trends, production technologies, key applications, and end-use industries.

TV Segment by Company

- Samsung
- TCL
- LG
- Hisense
- Skyworth
- Sony
- Phillips+AOC
- MI
- Sharp
- Panasonic
- Changhong
- Haier

Vizio
Konka
Funai

TV Segment by Type

Under 60 Inch
60-70 Inch
Above 70 Inch
TV Segment by Retail Channels
Hypermarket & Supermarket
Specialty Store
Online
Others

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

Study Objectives

1. To analyze and research the global TV status and future forecast, involving, sales, revenue, growth rate (CAGR), market share, historical and forecast.
2. To present the key manufacturers, sales, revenue, market share, and Recent Developments.
3. To split the breakdown data by regions, type, manufacturers, and Application.
4. To analyze the global and key regions TV market potential and advantage, opportunity and challenge, restraints, and risks.
5. To identify TV significant trends, drivers, influence factors in global and regions.
6. To analyze TV competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

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 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 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 sales 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 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:

Provides an overview of the TV market, including product definition, global market growth prospects, sales value, sales volume, and average price forecasts (2021-2032).

Chapter 2:

Analysis key trends, drivers, challenges, and opportunities within the global TV industry.

Chapter 3:

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

Chapter 4:

Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 5:

Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 6:

Sales and value of TV in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the market development, future development prospects, market space, and market size of each country in the world.

Chapter 7:

Sales and value of TV in country level. It provides sigmate data by type, and by application for each country/region.

Chapter 8:

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 9:

Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10:

Concluding Insights.

Table of Contents

1 Market Overview

- 1.1 Product Definition
- 1.2 Global Market Growth Prospects
 - 1.2.1 Global TV Sales Value (2021-2032)
 - 1.2.2 Global TV Sales Volume (2021-2032)
 - 1.2.3 Global TV Sales Average Price (2021-2032)
- 1.3 Assumptions and Limitations
- 1.4 Study Goals and Objectives

2 TV Market Dynamics

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

3 TV Market by Company

- 3.1 Global TV Company Revenue Ranking in 2025
- 3.2 Global TV Revenue by Company (2021-2026)
- 3.3 Global TV Sales Volume by Company (2021-2026)
- 3.4 Global TV Average Price by Company (2021-2026)
- 3.5 Global TV Company Ranking (2024-2026)
- 3.6 Global TV Company Manufacturing Base and Headquarters
- 3.7 Global TV Company Product Type and Application
- 3.8 Global TV Company Establishment Date
- 3.9 Market Competitive Analysis
 - 3.9.1 Global TV Market Concentration Ratio (CR5 and HHI)
 - 3.9.2 Global Top 5 and 10 Company Market Share by Revenue in 2025
 - 3.9.3 2025 TV Tier 1, Tier 2, and Tier 3 Companies
- 3.10 Mergers and Acquisitions Expansion

4 TV Market by Type

- 4.1 TV Type Introduction
 - 4.1.1 Under 60 Inch
 - 4.1.2 60-70 Inch
 - 4.1.3 Above 70 Inch
- 4.2 Global TV Sales Volume by Type
 - 4.2.1 Global TV Sales Volume by Type (2021 VS 2025 VS 2032)
 - 4.2.2 Global TV Sales Volume by Type (2021-2032)
 - 4.2.3 Global TV Sales Volume Share by Type (2021-2032)
- 4.3 Global TV Sales Value by Type
 - 4.3.1 Global TV Sales Value by Type (2021 VS 2025 VS 2032)
 - 4.3.2 Global TV Sales Value by Type (2021-2032)
 - 4.3.3 Global TV Sales Value Share by Type (2021-2032)

5 TV Market by Application

- 5.1 TV Application Introduction

5.1.1	Hypermarket & Supermarket
5.1.2	Specialty Store
5.1.3	Online
5.1.4	Others
5.2	Global TV Sales Volume by Application
5.2.1	Global TV Sales Volume by Application (2021 VS 2025 VS 2032)
5.2.2	Global TV Sales Volume by Application (2021-2032)
5.2.3	Global TV Sales Volume Share by Application (2021-2032)
5.3	Global TV Sales Value by Application
5.3.1	Global TV Sales Value by Application (2021 VS 2025 VS 2032)
5.3.2	Global TV Sales Value by Application (2021-2032)
5.3.3	Global TV Sales Value Share by Application (2021-2032)

6 TV Regional Sales and Value Analysis

6.1	Global TV Sales by Region: 2021 VS 2025 VS 2032
6.2	Global TV Sales by Region (2021-2032)
6.2.1	Global TV Sales by Region: 2021-2026
6.2.2	Global TV Sales by Region (2027-2032)
6.3	Global TV Sales Value by Region: 2021 VS 2025 VS 2032
6.4	Global TV Sales Value by Region (2021-2032)
6.4.1	Global TV Sales Value by Region: 2021-2026
6.4.2	Global TV Sales Value by Region (2027-2032)
6.5	Global TV Market Price Analysis by Region (2021-2026)
6.6	North America
6.6.1	North America TV Sales Value (2021-2032)
6.6.2	North America TV Sales Value Share by Country, 2025 VS 2032
6.7	Europe
6.7.1	Europe TV Sales Value (2021-2032)
6.7.2	Europe TV Sales Value Share by Country, 2025 VS 2032
6.8	Asia-Pacific
6.8.1	Asia-Pacific TV Sales Value (2021-2032)
6.8.2	Asia-Pacific TV Sales Value Share by Country, 2025 VS 2032
6.9	South America
6.9.1	South America TV Sales Value (2021-2032)
6.9.2	South America TV Sales Value Share by Country, 2025 VS 2032
6.10	Middle East & Africa
6.10.1	Middle East & Africa TV Sales Value (2021-2032)
6.10.2	Middle East & Africa TV Sales Value Share by Country, 2025 VS 2032

7 TV Country-level Sales and Value Analysis

7.1	Global TV Sales by Country: 2021 VS 2025 VS 2032
7.2	Global TV Sales Value by Country: 2021 VS 2025 VS 2032
7.3	Global TV Sales by Country (2021-2032)
7.3.1	Global TV Sales by Country (2021-2026)
7.3.2	Global TV Sales by Country (2027-2032)
7.4	Global TV Sales Value by Country (2021-2032)
7.4.1	Global TV Sales Value by Country (2021-2026)
7.4.2	Global TV Sales Value by Country (2027-2032)
7.5	USA

- 7.5.1 USA TV Sales Value Growth Rate (2021-2032)
 - 7.5.2 USA TV Sales Value Share by Type, 2025 VS 2032
 - 7.5.3 USA TV Sales Value Share by Application, 2025 VS 2032
- 7.6 Canada
 - 7.6.1 Canada TV Sales Value Growth Rate (2021-2032)
 - 7.6.2 Canada TV Sales Value Share by Type, 2025 VS 2032
 - 7.6.3 Canada TV Sales Value Share by Application, 2025 VS 2032
- 7.7 Mexico
 - 7.6.1 Mexico TV Sales Value Growth Rate (2021-2032)
 - 7.6.2 Mexico TV Sales Value Share by Type, 2025 VS 2032
 - 7.6.3 Mexico TV Sales Value Share by Application, 2025 VS 2032
- 7.8 Germany
 - 7.8.1 Germany TV Sales Value Growth Rate (2021-2032)
 - 7.8.2 Germany TV Sales Value Share by Type, 2025 VS 2032
 - 7.8.3 Germany TV Sales Value Share by Application, 2025 VS 2032
- 7.9 France
 - 7.9.1 France TV Sales Value Growth Rate (2021-2032)
 - 7.9.2 France TV Sales Value Share by Type, 2025 VS 2032
 - 7.9.3 France TV Sales Value Share by Application, 2025 VS 2032
- 7.10 U.K.
 - 7.10.1 U.K. TV Sales Value Growth Rate (2021-2032)
 - 7.10.2 U.K. TV Sales Value Share by Type, 2025 VS 2032
 - 7.10.3 U.K. TV Sales Value Share by Application, 2025 VS 2032
- 7.11 Italy
 - 7.11.1 Italy TV Sales Value Growth Rate (2021-2032)
 - 7.11.2 Italy TV Sales Value Share by Type, 2025 VS 2032
 - 7.11.3 Italy TV Sales Value Share by Application, 2025 VS 2032
- 7.12 Spain
 - 7.12.1 Spain TV Sales Value Growth Rate (2021-2032)
 - 7.12.2 Spain TV Sales Value Share by Type, 2025 VS 2032
 - 7.12.3 Spain TV Sales Value Share by Application, 2025 VS 2032
- 7.13 Russia
 - 7.13.1 Russia TV Sales Value Growth Rate (2021-2032)
 - 7.13.2 Russia TV Sales Value Share by Type, 2025 VS 2032
 - 7.13.3 Russia TV Sales Value Share by Application, 2025 VS 2032
- 7.14 Netherlands
 - 7.14.1 Netherlands TV Sales Value Growth Rate (2021-2032)
 - 7.14.2 Netherlands TV Sales Value Share by Type, 2025 VS 2032
 - 7.14.3 Netherlands TV Sales Value Share by Application, 2025 VS 2032
- 7.15 Nordic Countries
 - 7.15.1 Nordic Countries TV Sales Value Growth Rate (2021-2032)
 - 7.15.2 Nordic Countries TV Sales Value Share by Type, 2025 VS 2032
 - 7.15.3 Nordic Countries TV Sales Value Share by Application, 2025 VS 2032
- 7.16 China
 - 7.16.1 China TV Sales Value Growth Rate (2021-2032)
 - 7.16.2 China TV Sales Value Share by Type, 2025 VS 2032
 - 7.16.3 China TV Sales Value Share by Application, 2025 VS 2032
- 7.17 Japan

- 7.17.1 Japan TV Sales Value Growth Rate (2021-2032)
 - 7.17.2 Japan TV Sales Value Share by Type, 2025 VS 2032
 - 7.17.3 Japan TV Sales Value Share by Application, 2025 VS 2032
- 7.18 South Korea
 - 7.18.1 South Korea TV Sales Value Growth Rate (2021-2032)
 - 7.18.2 South Korea TV Sales Value Share by Type, 2025 VS 2032
 - 7.18.3 South Korea TV Sales Value Share by Application, 2025 VS 2032
- 7.19 India
 - 7.19.1 India TV Sales Value Growth Rate (2021-2032)
 - 7.19.2 India TV Sales Value Share by Type, 2025 VS 2032
 - 7.19.3 India TV Sales Value Share by Application, 2025 VS 2032
- 7.20 Australia
 - 7.20.1 Australia TV Sales Value Growth Rate (2021-2032)
 - 7.20.2 Australia TV Sales Value Share by Type, 2025 VS 2032
 - 7.20.3 Australia TV Sales Value Share by Application, 2025 VS 2032
- 7.21 Southeast Asia
 - 7.21.1 Southeast Asia TV Sales Value Growth Rate (2021-2032)
 - 7.21.2 Southeast Asia TV Sales Value Share by Type, 2025 VS 2032
 - 7.21.3 Southeast Asia TV Sales Value Share by Application, 2025 VS 2032
- 7.22 Brazil
 - 7.22.1 Brazil TV Sales Value Growth Rate (2021-2032)
 - 7.22.2 Brazil TV Sales Value Share by Type, 2025 VS 2032
 - 7.22.3 Brazil TV Sales Value Share by Application, 2025 VS 2032
- 7.23 Argentina
 - 7.23.1 Argentina TV Sales Value Growth Rate (2021-2032)
 - 7.23.2 Argentina TV Sales Value Share by Type, 2025 VS 2032
 - 7.23.3 Argentina TV Sales Value Share by Application, 2025 VS 2032
- 7.24 Chile
 - 7.24.1 Chile TV Sales Value Growth Rate (2021-2032)
 - 7.24.2 Chile TV Sales Value Share by Type, 2025 VS 2032
 - 7.24.3 Chile TV Sales Value Share by Application, 2025 VS 2032
- 7.25 Colombia
 - 7.25.1 Colombia TV Sales Value Growth Rate (2021-2032)
 - 7.25.2 Colombia TV Sales Value Share by Type, 2025 VS 2032
 - 7.25.3 Colombia TV Sales Value Share by Application, 2025 VS 2032
- 7.26 Peru
 - 7.26.1 Peru TV Sales Value Growth Rate (2021-2032)
 - 7.26.2 Peru TV Sales Value Share by Type, 2025 VS 2032
 - 7.26.3 Peru TV Sales Value Share by Application, 2025 VS 2032
- 7.27 Saudi Arabia
 - 7.27.1 Saudi Arabia TV Sales Value Growth Rate (2021-2032)
 - 7.27.2 Saudi Arabia TV Sales Value Share by Type, 2025 VS 2032
 - 7.27.3 Saudi Arabia TV Sales Value Share by Application, 2025 VS 2032
- 7.28 Israel
 - 7.28.1 Israel TV Sales Value Growth Rate (2021-2032)
 - 7.28.2 Israel TV Sales Value Share by Type, 2025 VS 2032
 - 7.28.3 Israel TV Sales Value Share by Application, 2025 VS 2032
- 7.29 UAE

- 7.29.1 UAE TV Sales Value Growth Rate (2021-2032)
- 7.29.2 UAE TV Sales Value Share by Type, 2025 VS 2032
- 7.29.3 UAE TV Sales Value Share by Application, 2025 VS 2032

7.30 Turkey

- 7.30.1 Turkey TV Sales Value Growth Rate (2021-2032)
- 7.30.2 Turkey TV Sales Value Share by Type, 2025 VS 2032
- 7.30.3 Turkey TV Sales Value Share by Application, 2025 VS 2032

7.31 Iran

- 7.31.1 Iran TV Sales Value Growth Rate (2021-2032)
- 7.31.2 Iran TV Sales Value Share by Type, 2025 VS 2032
- 7.31.3 Iran TV Sales Value Share by Application, 2025 VS 2032

7.32 Egypt

- 7.32.1 Egypt TV Sales Value Growth Rate (2021-2032)
- 7.32.2 Egypt TV Sales Value Share by Type, 2025 VS 2032
- 7.32.3 Egypt TV Sales Value Share by Application, 2025 VS 2032

8 Company Profiles

8.1 Samsung

- 8.1.1 Samsung Company Information
- 8.1.2 Samsung Business Overview
- 8.1.3 Samsung TV Sales, Value and Gross Margin (2021-2026)
- 8.1.4 Samsung TV Product Portfolio
- 8.1.5 Samsung Recent Developments

8.2 TCL

- 8.2.1 TCL Company Information
- 8.2.2 TCL Business Overview
- 8.2.3 TCL TV Sales, Value and Gross Margin (2021-2026)
- 8.2.4 TCL TV Product Portfolio
- 8.2.5 TCL Recent Developments

8.3 LG

- 8.3.1 LG Company Information
- 8.3.2 LG Business Overview
- 8.3.3 LG TV Sales, Value and Gross Margin (2021-2026)
- 8.3.4 LG TV Product Portfolio
- 8.3.5 LG Recent Developments

8.4 Hisense

- 8.4.1 Hisense Company Information
- 8.4.2 Hisense Business Overview
- 8.4.3 Hisense TV Sales, Value and Gross Margin (2021-2026)
- 8.4.4 Hisense TV Product Portfolio
- 8.4.5 Hisense Recent Developments

8.5 Skyworth

- 8.5.1 Skyworth Company Information
- 8.5.2 Skyworth Business Overview
- 8.5.3 Skyworth TV Sales, Value and Gross Margin (2021-2026)
- 8.5.4 Skyworth TV Product Portfolio
- 8.5.5 Skyworth Recent Developments

8.6 Sony

- 8.6.1 Sony Company Information
- 8.6.2 Sony Business Overview
- 8.6.3 Sony TV Sales, Value and Gross Margin (2021-2026)
- 8.6.4 Sony TV Product Portfolio
- 8.6.5 Sony Recent Developments

8.7 Phillips+AOC

- 8.7.1 Phillips+AOC Company Information
- 8.7.2 Phillips+AOC Business Overview
- 8.7.3 Phillips+AOC TV Sales, Value and Gross Margin (2021-2026)
- 8.7.4 Phillips+AOC TV Product Portfolio
- 8.7.5 Phillips+AOC Recent Developments

8.8 MI

- 8.8.1 MI Company Information
- 8.8.2 MI Business Overview
- 8.8.3 MI TV Sales, Value and Gross Margin (2021-2026)
- 8.8.4 MI TV Product Portfolio
- 8.8.5 MI Recent Developments

8.9 Sharp

- 8.9.1 Sharp Company Information
- 8.9.2 Sharp Business Overview
- 8.9.3 Sharp TV Sales, Value and Gross Margin (2021-2026)
- 8.9.4 Sharp TV Product Portfolio
- 8.9.5 Sharp Recent Developments

8.10 Panasonic

- 8.10.1 Panasonic Company Information
- 8.10.2 Panasonic Business Overview
- 8.10.3 Panasonic TV Sales, Value and Gross Margin (2021-2026)
- 8.10.4 Panasonic TV Product Portfolio
- 8.10.5 Panasonic Recent Developments

8.11 Changhong

- 8.11.1 Changhong Company Information
- 8.11.2 Changhong Business Overview
- 8.11.3 Changhong TV Sales, Value and Gross Margin (2021-2026)
- 8.11.4 Changhong TV Product Portfolio
- 8.11.5 Changhong Recent Developments

8.12 Haier

- 8.12.1 Haier Company Information
- 8.12.2 Haier Business Overview
- 8.12.3 Haier TV Sales, Value and Gross Margin (2021-2026)
- 8.12.4 Haier TV Product Portfolio
- 8.12.5 Haier Recent Developments

8.13 Vizio

- 8.13.1 Vizio Company Information
- 8.13.2 Vizio Business Overview
- 8.13.3 Vizio TV Sales, Value and Gross Margin (2021-2026)
- 8.13.4 Vizio TV Product Portfolio
- 8.13.5 Vizio Recent Developments

8.14 Konka

- 8.14.1 Konka Company Information
- 8.14.2 Konka Business Overview
- 8.14.3 Konka TV Sales, Value and Gross Margin (2021-2026)
- 8.14.4 Konka TV Product Portfolio
- 8.14.5 Konka Recent Developments

8.15 Funai

- 8.15.1 Funai Company Information
- 8.15.2 Funai Business Overview
- 8.15.3 Funai TV Sales, Value and Gross Margin (2021-2026)
- 8.15.4 Funai TV Product Portfolio
- 8.15.5 Funai Recent Developments

9 Value Chain and Sales Channels Analysis

9.1 TV Value Chain Analysis

- 9.1.1 TV Key Raw Materials
- 9.1.2 Raw Materials Key Suppliers
- 9.1.3 Manufacturing Cost Structure
- 9.1.4 TV Sales Mode & Process

9.2 TV Sales Channels Analysis

- 9.2.1 Direct Comparison with Distribution Share
- 9.2.2 TV Distributors
- 9.2.3 TV Customers

10 Concluding Insights

11 Appendix

- 11.1 Reasons for Doing This Study
- 11.2 Research Methodology
- 11.3 Research Process
- 11.4 Authors List of This Report
- 11.5 Data Source
 - 11.5.1 Secondary Sources
 - 11.5.2 Primary Sources

List of Tables and Figures

List of Tables:

- Table 1: TV Industry Trends
- Table 2: TV Industry Drivers
- Table 3: TV Industry Opportunities and Challenges
- Table 4: TV Industry Restraints
- Table 5: Global TV Revenue by Company (US\$ Million) & (2021-2026)
- Table 6: Global TV Revenue Share by Company (2021-2026)
- Table 7: Global TV Sales Volume by Company (M Units) & (2021-2026)
- Table 8: Global TV Sales Volume Share by Company (2021-2026)
- Table 9: Global TV Average Price (USD/Unit) of Company (2021-2026)
- Table 10: Global TV Company Ranking, (2024-2026) & (USD Million)
- Table 11: Global TV Key Company Manufacturing Base & Headquarters
- Table 12: Global TV Company, Product Type & Application
- Table 13: Global TV Company Establishment Date
- Table 14: Global Company Market Concentration Ratio (CR5 and HHI)
- Table 15: Global TV by Company Type (Tier 1, Tier 2, and Tier 3) & (Based on Revenue of 2025)
- Table 16: Mergers & Acquisitions, Expansion
- Table 17: Significant Companies of Under 60 Inch
- Table 18: Significant Companies of 60-70 Inch
- Table 19: Significant Companies of Above 70 Inch
- Table 20: Global TV Sales Volume by Type 2021 VS 2025 VS 2032 (M Units)
- Table 21: Global TV Sales Volume by Type (2021-2026) & (M Units)
- Table 22: Global TV Sales Volume by Type (2027-2032) & (M Units)
- Table 23: Global TV Sales Volume Share by Type (2021-2026)
- Table 24: Global TV Sales Volume Share by Type (2027-2032)
- Table 25: Global TV Sales Value by Type 2021 VS 2025 VS 2032 (US\$ Million)
- Table 26: Global TV Sales Value by Type (2021-2026) & (US\$ Million)
- Table 27: Global TV Sales Value by Type (2027-2032) & (US\$ Million)
- Table 28: Global TV Sales Value Share by Type (2021-2026)
- Table 29: Global TV Sales Value Share by Type (2027-2032)
- Table 30: Significant Companies of Hypermarket & Supermarket
- Table 31: Significant Companies of Specialty Store
- Table 32: Significant Companies of Online
- Table 33: Significant Companies of Others
- Table 34: Global TV Sales Volume by Application 2021 VS 2025 VS 2032 (M Units)
- Table 35: Global TV Sales Volume by Application (2021-2026) & (M Units)
- Table 36: Global TV Sales Volume by Application (2027-2032) & (M Units)
- Table 37: Global TV Sales Volume Share by Application (2021-2026)
- Table 38: Global TV Sales Volume Share by Application (2027-2032)
- Table 39: Global TV Sales Value by Application 2021 VS 2025 VS 2032 (US\$ Million)
- Table 40: Global TV Sales Value by Application (2021-2026) & (US\$ Million)
- Table 41: Global TV Sales Value by Application (2027-2032) & (US\$ Million)
- Table 42: Global TV Sales Value Share by Application (2021-2026)
- Table 43: Global TV Sales Value Share by Application (2027-2032)
- Table 44: Global TV Sales by Region: 2021 VS 2025 VS 2032 (M Units)
- Table 45: Global TV Sales by Region (2021-2026) & (M Units)
- Table 46: Global TV Sales Market Share by Region (2021-2026)
- Table 47: Global TV Sales by Region (2027-2032) & (M Units)
- Table 48: Global TV Sales Market Share by Region (2027-2032)
- Table 49: Global TV Sales Value Comparison by Region: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 50: Global TV Sales Value by Region (2021-2026) & (US\$ Million)
- Table 51: Global TV Sales Value Share by Region (2021-2026)
- Table 52: Global TV Sales Value by Region (2027-2032) & (US\$ Million)
- Table 53: Global TV Sales Value Share by Region (2027-2032)
- Table 54: Global TV Market Average Price (USD/Unit) by Region (2021-2026)
- Table 55: Global TV Market Average Price (USD/Unit) by Region (2027-2032)

- [Table 56: Global TV Sales by Country: 2021 VS 2025 VS 2032 \(M Units\)](#)
- [Table 57: Global TV Sales Value by Country: 2021 VS 2025 VS 2032 \(US\\$ Million\)](#)
- [Table 58: Global TV Sales by Country \(2021-2026\) & \(M Units\)](#)
- [Table 59: Global TV Sales Market Share by Country \(2021-2026\)](#)
- [Table 60: Global TV Sales by Country \(2027-2032\) & \(M Units\)](#)
- [Table 61: Global TV Sales Market Share by Country \(2027-2032\)](#)
- [Table 62: Global TV Sales Value by Country \(2021-2026\) & \(US\\$ Million\)](#)
- [Table 63: Global TV Sales Value Market Share by Country \(2021-2026\)](#)
- [Table 64: Global TV Sales Value by Country \(2027-2032\) & \(US\\$ Million\)](#)
- [Table 65: Global TV Sales Value Market Share by Country \(2027-2032\)](#)
- [Table 66: Samsung Company Information](#)
- [Table 67: Samsung Business Overview](#)
- [Table 68: Samsung TV Sales \(M Units\), Value \(US\\$ Million\), Price \(USD/Unit\) and Gross Margin \(2021-2026\)](#)
- [Table 69: Samsung TV Product Portfolio](#)
- [Table 70: Samsung Recent Development](#)
- [Table 71: TCL Company Information](#)
- [Table 72: TCL Business Overview](#)
- [Table 73: TCL TV Sales \(M Units\), Value \(US\\$ Million\), Price \(USD/Unit\) and Gross Margin \(2021-2026\)](#)
- [Table 74: TCL TV Product Portfolio](#)
- [Table 75: TCL Recent Development](#)
- [Table 76: LG Company Information](#)
- [Table 77: LG Business Overview](#)
- [Table 78: LG TV Sales \(M Units\), Value \(US\\$ Million\), Price \(USD/Unit\) and Gross Margin \(2021-2026\)](#)
- [Table 79: LG TV Product Portfolio](#)
- [Table 80: LG Recent Development](#)
- [Table 81: Hisense Company Information](#)
- [Table 82: Hisense Business Overview](#)
- [Table 83: Hisense TV Sales \(M Units\), Value \(US\\$ Million\), Price \(USD/Unit\) and Gross Margin \(2021-2026\)](#)
- [Table 84: Hisense TV Product Portfolio](#)
- [Table 85: Hisense Recent Development](#)
- [Table 86: Skyworth Company Information](#)
- [Table 87: Skyworth Business Overview](#)
- [Table 88: Skyworth TV Sales \(M Units\), Value \(US\\$ Million\), Price \(USD/Unit\) and Gross Margin \(2021-2026\)](#)
- [Table 89: Skyworth TV Product Portfolio](#)
- [Table 90: Skyworth Recent Development](#)
- [Table 91: Sony Company Information](#)
- [Table 92: Sony Business Overview](#)
- [Table 93: Sony TV Sales \(M Units\), Value \(US\\$ Million\), Price \(USD/Unit\) and Gross Margin \(2021-2026\)](#)
- [Table 94: Sony TV Product Portfolio](#)
- [Table 95: Sony Recent Development](#)
- [Table 96: Phillips+AOC Company Information](#)
- [Table 97: Phillips+AOC Business Overview](#)
- [Table 98: Phillips+AOC TV Sales \(M Units\), Value \(US\\$ Million\), Price \(USD/Unit\) and Gross Margin \(2021-2026\)](#)
- [Table 99: Phillips+AOC TV Product Portfolio](#)
- [Table 100: Phillips+AOC Recent Development](#)
- [Table 101: MI Company Information](#)
- [Table 102: MI Business Overview](#)
- [Table 103: MI TV Sales \(M Units\), Value \(US\\$ Million\), Price \(USD/Unit\) and Gross Margin \(2021-2026\)](#)
- [Table 104: MI TV Product Portfolio](#)
- [Table 105: MI Recent Development](#)
- [Table 106: Sharp Company Information](#)
- [Table 107: Sharp Business Overview](#)
- [Table 108: Sharp TV Sales \(M Units\), Value \(US\\$ Million\), Price \(USD/Unit\) and Gross Margin \(2021-2026\)](#)
- [Table 109: Sharp TV Product Portfolio](#)
- [Table 110: Sharp Recent Development](#)
- [Table 111: Panasonic Company Information](#)
- [Table 112: Panasonic Business Overview](#)
- [Table 113: Panasonic TV Sales \(M Units\), Value \(US\\$ Million\), Price \(USD/Unit\) and Gross Margin \(2021-2026\)](#)
- [Table 114: Panasonic TV Product Portfolio](#)
- [Table 115: Panasonic Recent Development](#)
- [Table 116: Changhong Company Information](#)
- [Table 117: Changhong Business Overview](#)
- [Table 118: Changhong TV Sales \(M Units\), Value \(US\\$ Million\), Price \(USD/Unit\) and Gross Margin \(2021-2026\)](#)
- [Table 119: Changhong TV Product Portfolio](#)
- [Table 120: Changhong Recent Development](#)

- Table 121: Haier Company Information
- Table 122: Haier Business Overview
- Table 123: Haier TV Sales (M Units), Value (US\$ Million), Price (USD/Unit) and Gross Margin (2021-2026)
- Table 124: Haier TV Product Portfolio
- Table 125: Haier Recent Development
- Table 126: Vizio Company Information
- Table 127: Vizio Business Overview
- Table 128: Vizio TV Sales (M Units), Value (US\$ Million), Price (USD/Unit) and Gross Margin (2021-2026)
- Table 129: Vizio TV Product Portfolio
- Table 130: Vizio Recent Development
- Table 131: Konka Company Information
- Table 132: Konka Business Overview
- Table 133: Konka TV Sales (M Units), Value (US\$ Million), Price (USD/Unit) and Gross Margin (2021-2026)
- Table 134: Konka TV Product Portfolio
- Table 135: Konka Recent Development
- Table 136: Funai Company Information
- Table 137: Funai Business Overview
- Table 138: Funai TV Sales (M Units), Value (US\$ Million), Price (USD/Unit) and Gross Margin (2021-2026)
- Table 139: Funai TV Product Portfolio
- Table 140: Funai Recent Development
- Table 141: Key Raw Materials
- Table 142: Raw Materials Key Suppliers
- Table 143: TV Distributors List
- Table 144: TV Customers List
- Table 145: Research Programs/Design for This Report
- Table 146: Authors List of This Report
- Table 147: Secondary Sources
- Table 148: Primary Sources

List of Figures:

- Figure 1: TV Product Image
- Figure 2: Global TV Sales Value (US\$ Million), 2021 VS 2025 VS 2032
- Figure 3: Global TV Sales Value (2021-2032) & (US\$ Million)
- Figure 4: Global TV Sales (2021-2032) & (M Units)
- Figure 5: Global TV Sales Average Price (USD/Unit) & (2021-2032)
- Figure 6: Global TV Company Revenue Ranking in 2025 (US\$ Million)
- Figure 7: Global Top 5 and 10 Company Market Share by Revenue in 2025 (US\$ Million)
- Figure 8: Company Type (Tier 1, Tier 2, and Tier 3): 2021 VS 2025
- Figure 9: Under 60 Inch Image
- Figure 10: 60-70 Inch Image
- Figure 11: Above 70 Inch Image
- Figure 12: Global TV Sales Volume by Type (2021 VS 2025 VS 2032) & (M Units)
- Figure 13: Global TV Sales Volume Share 2021 VS 2025 VS 2032
- Figure 14: Global TV Sales Volume Share by Type (2021-2032)
- Figure 15: Global TV Sales Value by Type (2021 VS 2025 VS 2032) & (US\$ Million)
- Figure 16: Global TV Sales Value Share 2021 VS 2025 VS 2032
- Figure 17: Global TV Sales Value Share by Type (2021-2032)
- Figure 18: Hypermarket & Supermarket Image
- Figure 19: Specialty Store Image
- Figure 20: Online Image
- Figure 21: Others Image
- Figure 22: Global TV Sales Volume by Application (2021 VS 2025 VS 2032) & (M Units)
- Figure 23: Global TV Sales Volume Share 2021 VS 2025 VS 2032
- Figure 24: Global TV Sales Volume Share by Application (2021-2032)
- Figure 25: Global TV Sales Value by Application (2021 VS 2025 VS 2032) & (US\$ Million)
- Figure 26: Global TV Sales Value Share 2021 VS 2025 VS 2032
- Figure 27: Global TV Sales Value Share by Application (2021-2032)
- Figure 28: Global TV Sales by Region: 2021 VS 2025 VS 2032 (M Units)
- Figure 29: Global TV Sales Market Share by Region: 2021 VS 2025 VS 2032
- Figure 30: Global TV Sales Value Comparison by Region: 2021 VS 2025 VS 2032 (US\$ Million)
- Figure 31: Global TV Sales Value Share by Region: 2021 VS 2025 VS 2032
- Figure 32: North America TV Sales Value (2021-2032) & (US\$ Million)
- Figure 33: North America TV Sales Value Share by Country (%), 2025 VS 2032

- Figure 34: Europe TV Sales Value (2021-2032) & (US\$ Million)
- Figure 35: Europe TV Sales Value Share by Country (%), 2025 VS 2032
- Figure 36: Asia-Pacific TV Sales Value (2021-2032) & (US\$ Million)
- Figure 37: Asia-Pacific TV Sales Value Share by Country (%), 2025 VS 2032
- Figure 38: South America TV Sales Value (2021-2032) & (US\$ Million)
- Figure 39: South America TV Sales Value Share by Country (%), 2025 VS 2032
- Figure 40: Middle East & Africa TV Sales Value (2021-2032) & (US\$ Million)
- Figure 41: Middle East & Africa TV Sales Value Share by Country (%), 2025 VS 2032
- Figure 42: USA TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 43: USA TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 44: USA TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 45: Canada TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 46: Canada TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 47: Canada TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 48: Mexico TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 49: Mexico TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 50: Mexico TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 51: Germany TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 52: Germany TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 53: Germany TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 54: France TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 55: France TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 56: France TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 57: U.K. TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 58: U.K. TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 59: U.K. TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 60: Italy TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 61: Italy TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 62: Italy TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 63: Spain TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 64: Spain TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 65: Spain TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 66: Russia TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 67: Russia TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 68: Russia TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 69: Netherlands TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 70: Netherlands TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 71: Netherlands TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 72: Nordic Countries TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 73: Nordic Countries TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 74: Nordic Countries TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 75: China TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 76: China TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 77: China TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 78: Japan TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 79: Japan TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 80: Japan TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 81: South Korea TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 82: South Korea TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 83: South Korea TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 84: India TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 85: India TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 86: India TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 87: Australia TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 88: Australia TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 89: Australia TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 90: Southeast Asia TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 91: Southeast Asia TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 92: Southeast Asia TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 93: Brazil TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 94: Brazil TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 95: Brazil TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 96: Argentina TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 97: Argentina TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 98: Argentina TV Sales Value Share by Application, 2025 VS 2032 & (%)

- Figure 99: Chile TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 100: Chile TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 101: Chile TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 102: Colombia TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 103: Colombia TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 104: Colombia TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 105: Peru TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 106: Peru TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 107: Peru TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 108: Saudi Arabia TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 109: Saudi Arabia TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 110: Saudi Arabia TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 111: Israel TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 112: Israel Arabia TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 113: Israel Arabia TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 114: UAE TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 115: UAE TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 116: UAE TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 117: Turkey TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 118: Turkey TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 119: Turkey TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 120: Iran TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 121: Iran TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 122: Iran TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 123: Egypt TV Sales Value Growth Rate (2021-2032) & (US\$ Million)
- Figure 124: Egypt TV Sales Value Share by Type, 2025 VS 2032 & (%)
- Figure 125: Egypt TV Sales Value Share by Application, 2025 VS 2032 & (%)
- Figure 126: TV Value Chain
- Figure 127: Manufacturing Cost Structure
- Figure 128: TV Sales Mode & Process
- Figure 129: Direct Comparison with Distribution Share
- Figure 130: Distributors Profiles
- Figure 131: Years Considered
- Figure 132: Research Process
- Figure 133: Key Executives Interviewed