

Connected TV Market Share, Future Revenue, Growth, Industry Size, Recent Trends 2030aa

[Connected TV Market](#) size was US\$ 15.42 Bn in 2023 and is expected to reach US\$ 36.95 Bn by 2030, at a CAGR of 13.3% during the forecast period.

Market Overview:

This study categorizes the Connected TV market to anticipate revenues and analyze trends in each of the sub-markets listed below.

Market Scope:

The competition strategic window researches the competitive environment in terms of markets, applications, and regions to assist the vendor in defining an alignment or fit between their strengths and future growth opportunities. It describes the optimum or most beneficial fit for vendors to pursue sequential merger and acquisition tactics, regional expansion, R&D and new product launch techniques to execute future business expansion and growth over a projected period.

Segmentation:

by Device Type

- Smart TVs
- Set-top Boxes
- Streaming Sticks
- Gaming Consoles
- Media Streaming Devices

by Operating System

- Roku OS
- Android TV
- webOS
- Tizen
- Fire TV OS

by Screen size

- Less than 30 inches
- 30 inches to 50 inches
- 50 inches to 70 inches
- Above 70 inches

by Screen technology

- LED
- OLED
- QLED

by Resolution Type

- 4K
- 8K

