

INDUSTRIES & MARKETS

# TV Peripheral Devices-market data & analysis

Market Insights report

**Market** Insights  
by **statista** 

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## CHAPTER 1

# Overview



# The TV Peripheral Devices segment boomed in 2022, driven by streaming and tech giants like Amazon, Google, and Apple, pointing to sustained growth

Overview: Summary

## Summary

In 2022, the TV Peripheral Devices segment continued to grow due to the increasing popularity of streaming services and continuous improvements in functionality and ease of use. With the expansion of the smart home ecosystem, consumers are looking for peripherals that can integrate with their existing devices. The global TV peripheral devices segment revenue reached US\$10 billion in 2022, a 5.2% increase from the previous year.

In terms of key players, we believe that established tech giants like Amazon, Google, and Apple are likely to continue dominating the market due to their strong brand recognition, product offerings, and seamless integration with their existing ecosystems. Amazon offers Prime Video, Google has YouTube TV and Google Play Movies & TV, while Apple provides access to its Apple TV+ streaming service. This vertical integration between content and devices provides these companies with a significant advantage over competitors and further strengthens their position in the market.

With regards the long-term outlook, the TV peripheral devices segment is poised for growth as consumers look for ways to enhance their television viewing experiences. As more and more people choose to watch TV shows and movies via streaming rather than traditional cable or satellite TV, the demand for streaming devices such as Chromecast, Roku, and Apple TV has grown.

# The TV Peripheral Device segment advances TV functionality with wireless connectivity, multi-functionality, and voice command control

Overview: Market Definition

## Market definition

Definition:

The TV Peripheral Device segment covers the devices that enhance the functionality and user experience of televisions. These devices include, but are not limited to, streaming devices, such as smart TV boxes and streaming sticks, and video players. The technology used in these devices continues to advance, with an emphasis on wireless connectivity and integration with other home entertainment devices. There is a growing trend towards multi-functional devices that offer a variety of content and entertainment options, as well as devices that can be controlled with voice commands.

Structure:

The TV Peripheral Device segment can be broken down into three product categories:

**Smart Streaming Devices:** These devices allow users to stream video content from popular platforms such as Netflix, Amazon Prime Video, and Hulu. Examples

include smart TV boxes and streaming sticks.

**Smart Remotes:** These are remotes that have advanced capabilities, such as voice control and the ability to control multiple devices with a single remote.

**Video Players:** These devices allow users to play physical media such as Blu-ray discs and DVD, as well as digital content stored on USB drives or other external storage devices.

# TV Peripheral Devices accounted for 1.01% of the Consumer Electronics market revenue in 2022

Overview: Key Takeaways and in scope / out of scope

## Key Takeaways

Revenue in the TV Peripheral Devices market amounts to US\$11.1bn in 2023. The market is expected to grow annually by 7.44% (CAGR 2023-2028).

In global comparison, most revenue is generated in the United States (US\$3,118.0m in 2023).

In relation to total population figures, per person revenues of US\$1.45 are generated in 2023.

In the TV Peripheral Devices market, volume is expected to amount to 329.2m pieces by 2028. The TV Peripheral Devices market is expected to show a volume growth of 10.0% in 2024.

The average volume per person in the TV Peripheral Devices market is expected to amount to 0.0pieces in 2023.

### + In scope

This market includes:

- Voice-controlled remotes with physical buttons
- Dedicated hubs for streaming media
- 1080P blu-ray players
- DVD players

### - Out of scope

This market excludes:

- Streaming services
- Smart remotes with a display or touchscreen

## CHAPTER 2

# Market Numbers

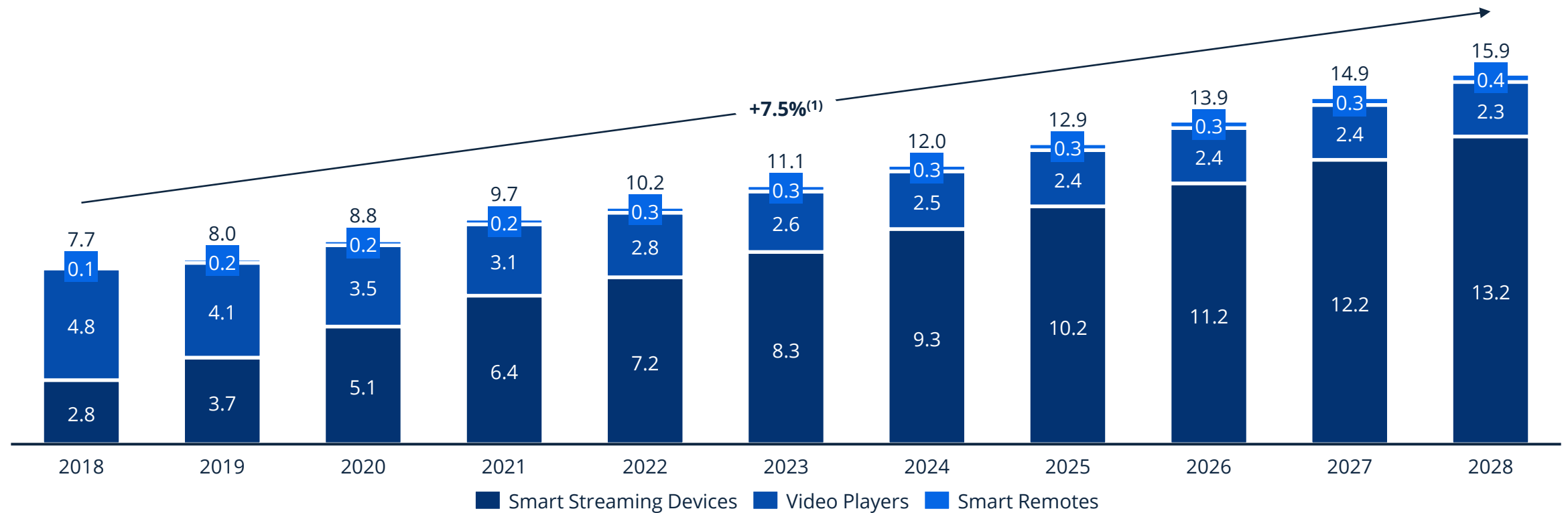




# TV Peripheral Devices revenues are estimated to increase at a CAGR<sup>(1)</sup> of 7.5% from 2018 to 2028

Market Size: Global

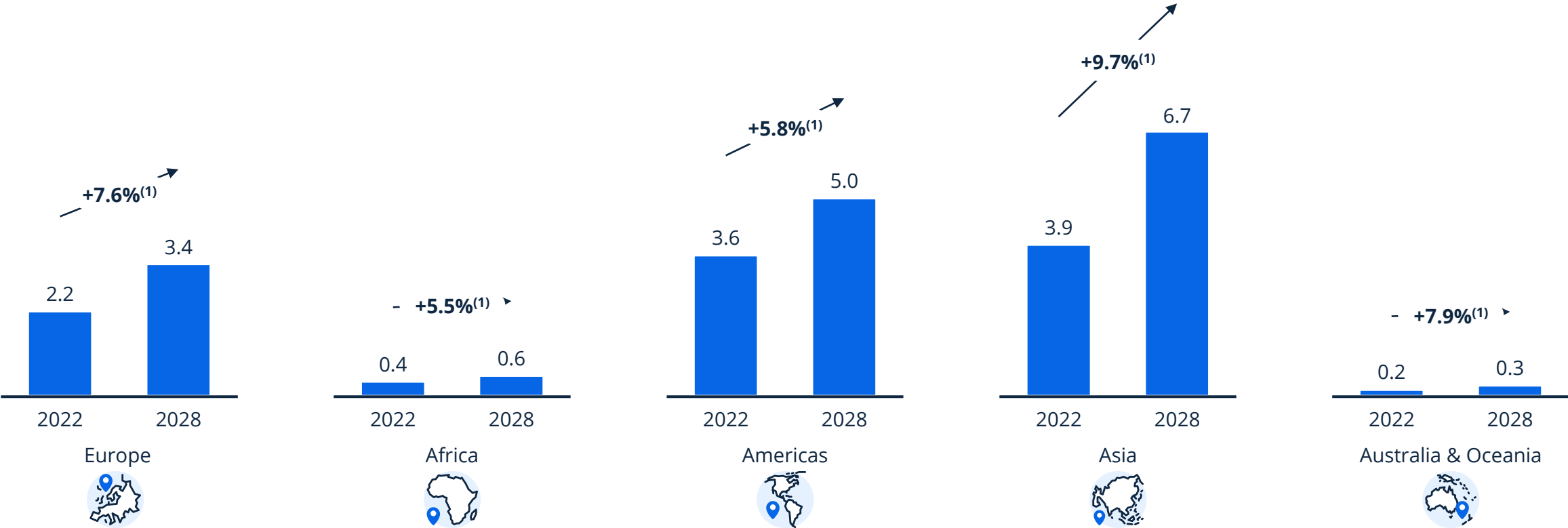
## Revenue in billion US\$



# With revenue of US\$ 3.8 billion, Asia is the biggest market among selected regions in 2022

Market Size: Regional Comparison (1/2)

## Revenue in billion US\$



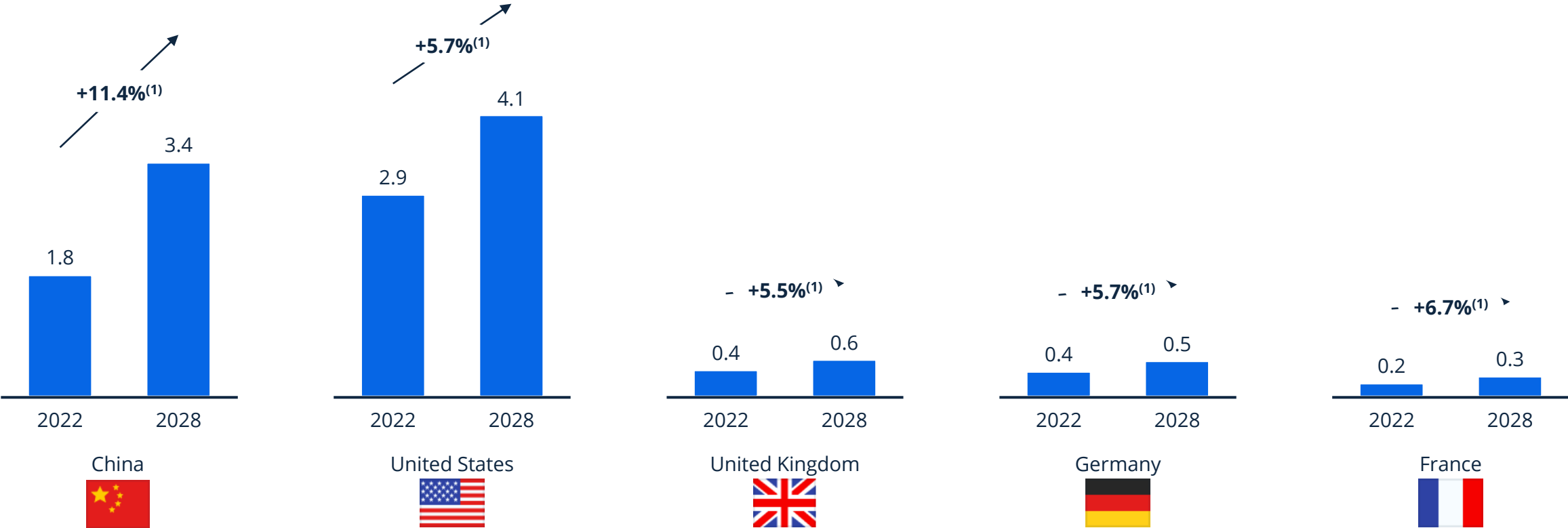
10 Notes: (1) CAGR: Compound Annual Growth Rate

Sources: [Market Insights](#) 2023

# With revenue of US\$ 2.9 billion, the United States is the biggest market among selected countries in 2022

Market Size: Regional Comparison (2/2)

## Revenue in billion US\$



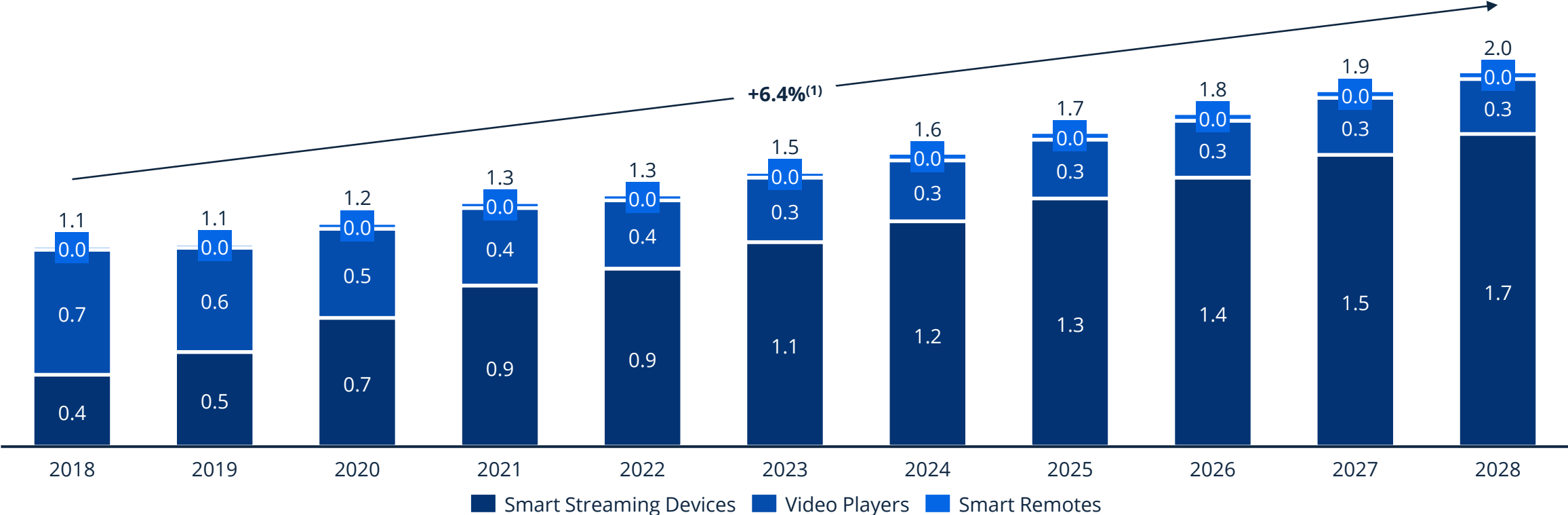
11 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: [Market Insights](#) 2023

# TV Peripheral Devices average revenue per capita is estimated to increase at a CAGR<sup>(1)</sup> of 6.6% from 2018 to 2028

Market Size: Global

Average revenue per capita in US\$



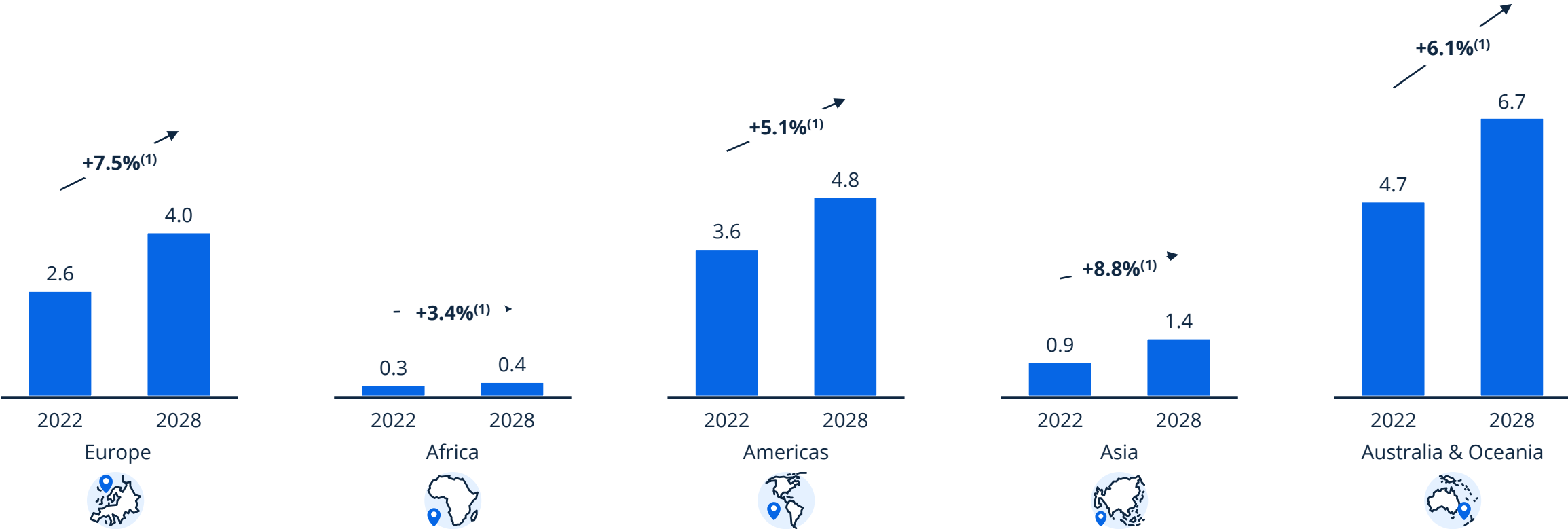
12 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: [Market Insights](#) 2023

# With average revenue per capita of US\$ 4.7, Australia & Oceania is the biggest market among selected regions in 2022

Market Size: Regional Comparison (1/2)

## Average revenue per capita in US\$



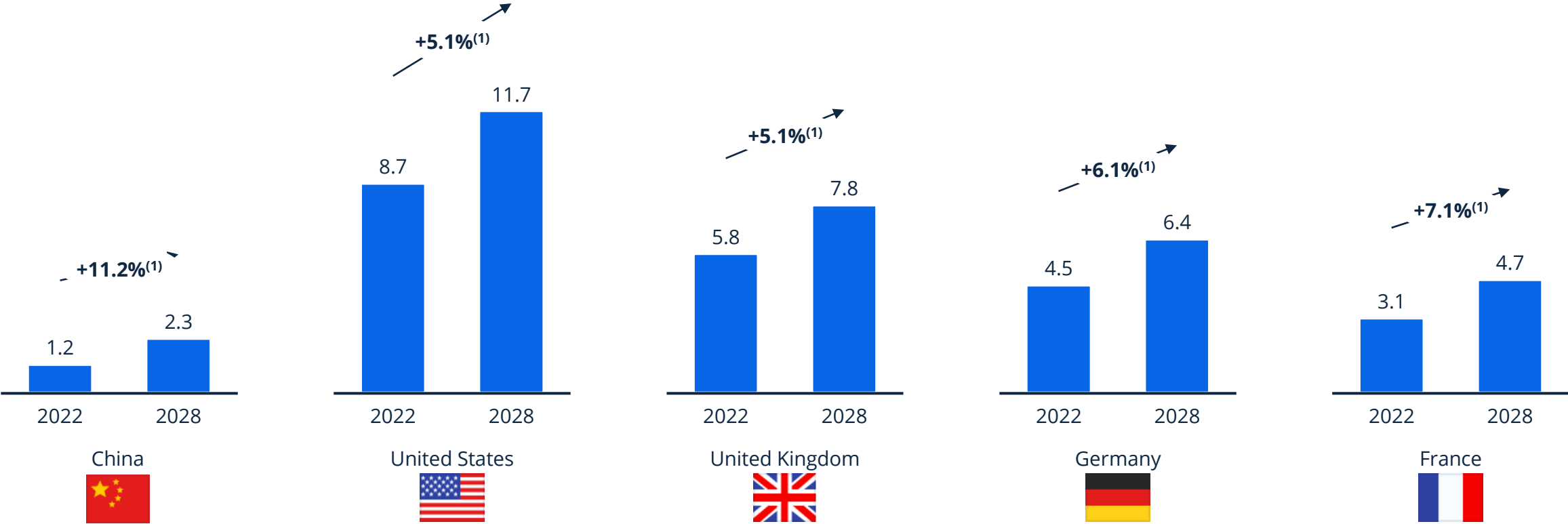
13 Notes: (1) CAGR: Compound Annual Growth Rate

Sources: [Market Insights](#) 2023

# With average revenue per capita of US\$ 8.7, the United States is the biggest market among selected countries in 2022

Market Size: Regional Comparison (2/2)

## Average revenue per capita in US\$



14 Notes: (1) CAGR: Compound Annual Growth Rate

Sources: [Market Insights](#) 2023

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