Global Set-Top Box Market Research Report - Forecast till 2023

Description:

Global Set-Top Box Market: By Product Type (Internet Protocol TV, Digital Terrestrial Television, Satellite, Cable, Over-The-Top Content, and Others), By Content Quality (High Definition, Standard Definition and 4K). By Service [Managed Services (Testing, Repairing, Screening), Interaction Services (Video on Demand, High-Speed Internet Television and Video Conferencing)], By End-User - Commercial and Residential, and Region - Forecast Till 2023

Market Snapshot

The global set-top box market is expected to exhibit a compound annual growth rate (CAGR) of 7.2% during the forecast period (2017-2023). The market is likely to reach a valuation of USD 26,630.4 million. Adoption of set-top box has been wide-spread in recent years. Various factors are linked with the upsurge of set-top box market. Moreover, increasing affordability of smart TV coupled with the rapid proliferation of HD channels is also influencing the market growth. The rise of over the top (OTT) services has allowed viewers to view content of their choice without having to pay any additional amount. Such factors are reflecting favorably on the market.

Global Set-Top Box Market, By Region

Asia-Pacific is likely to spearhead the global set-top box market during the forecast period. In 2017, Asia-Pacific accounted for 39.52% market share and is projected to exhibit a CAGR of 8.8% over 2023. Factors such as rapid adoption of virtual and augmented reality (VR & AR), IoT integration and growing per-capita income are supporting the growth of the market in Asia-Pacific. At the same time, rising viewership in countries such as India, China, Indonesia is providing an impetus to the set-top box market in the region. Also, policy reforms and advances in the telecom sectors are other important factors that are boosting investor confidence in Asia-Pacific.

Companies Covered


The global set-top box market is characterized by a huge number of service providers of some are operating on regional level and others on domestic scale. Market participants are actively focusing on evolving their service offerings to remain competitive and consolidate market position.

The report covers the development strategies adopted by the companies between 2015 to 2018.

Key Development

- In October 2017, Huawei launched the Q22 set-top box equipped with Dolby Vision.
- In September 2017, Apple upgrades TV set-top box to stream higher-quality videos.
- In September 2018, ARRIS International PLC to power next-generation satellite distribution network for HBO Latin America.

Market Segmentation

By Product Type - Internet Protocol (IP) TV, Digital Terrestrial Television, Satellite, Cable, Over-The-Top Content (OTT), and Others.
By Content Quality - High Definition, Standard Definition, and 4K.

By Services - Managed Services (Testing, Repairing, Screening), Interactive Services (Video on Demand, Video Conferencing and High-Speed Internet Television).

By End-User - Commercial and Residential.

**Product Type Analysis**

The satellite segment accounted for 27.8% in 2017, with a market value of USD 4,884.1 million. During the forecast period, the segment is expected to post a healthy CAGR. Set-top box is an important component of modern satellite TV installations. The satellite segment is expected to remain highly profitable in 2019 and beyond.

**Content Quality Analysis**

In 2017, the high definition segment represented 41.5% share of the market in terms of value. The segment is expected to witness a CAGR of 5.8% during the assessment period. More and more set-top boxes are coming with high definition capacity. This primarily owing to superior picture quality and sound quality of HD content.

**Service Analysis**

The interactive services segment accounted for 62.25% market share in 2017 along with a market valuation of USD 10,956.7 Mn. In addition, the segment is expected to capture a CAGR of 8.4% during the projection period.

**End-User**

The residential segment accounted for 75.90% in 2017, with a market value of USD 13,358 Mn. This can be attributed to the widespread residential usage of set-top box. The residential segment will continue to outperform commercial segment throughout the forecast period.

**Key questions addressed by the report**

- Which applications / segments provides the maximum growth opportunity?
- What are the emerging technologies and how it would disrupt the market?
- Who are the key players dominating the market, followed by other prominent vendors and strategies adopted by them?
- What was the market size and what would be the forecast in next few years?
- Regional and country attractiveness: mid to long term outlook?
- Market dynamics including trends, opportunities, drivers, challenges and how this would impact the market ecosystem?
The global set-top box market is expected to reach USD 26.63 billion by 2023. Asia-Pacific accounted for the largest market share of 40.12% in 2017, with a market value of USD 6.96 billion.

---

**KEY PLAYERS**

- Huawei
- Arris
- Skyworth
- Technicolor

---

**TABLE OF CONTENTS**

1 EXECUTIVE SUMMARY
   1.1 Introduction 15

2 MARKET INTRODUCTION

3 MARKET INSIGHTS