

The figure of the day: how many TVs with the “clean” Android TV in the Russian market?

46.4% of all TVs sold in the Russian Federation are equipped with a “clean” version of Android/Google TV

In the first half of 2025, 46.4% of all TVs sold in Russia were equipped with a “clean” version of Android or Google TV. Such data are given by M. Video-Eldorado by the results of the market analysis.

In total, from January to June, about 3.1 million televisions were sold in the country worth more than 95 billion rubles. Smart models occupied a dominant position: their share exceeded 90% in pieces and almost reached 97% in monetary terms. This indicates the actual transition of consumers to digital solutions.

The average price of the TV during this period increased by 5% and amounted to 30.2 thousand rubles. This is due to an increase in interest in a more functional technique, which is used not only for watching TV, but also for games, listening to music, managing a smart home and access to online services.



M. Video-Eldorado

Russian platforms gradually strengthen positions. In second place after Android TV is the Yandex Yandex operating system, whose share was 15.2%. Also in the five leaders are the

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Sberbian Savter salute (7.6%), the VIDAA from HISENSE (7.7%) and Tizen from Samsung (5.2%). Together, Russian solutions occupy more than 22% of the market in the number of devices sold.

Among the manufacturers, the leader in the number of TVs sold was Haier with a share of 15%. In second place are devices under the brands of retailers (11%), followed by Xiaomi (9%), Hisense (7%) and TCL (6%). In monetary terms, Haier also leads with a share of 20%revenue, followed by Samsung (12%), Hisense (10%) and TCL with Xiaomi (9%each).