


Roku remains on top of US CTV device market, trailed closely by Amazon

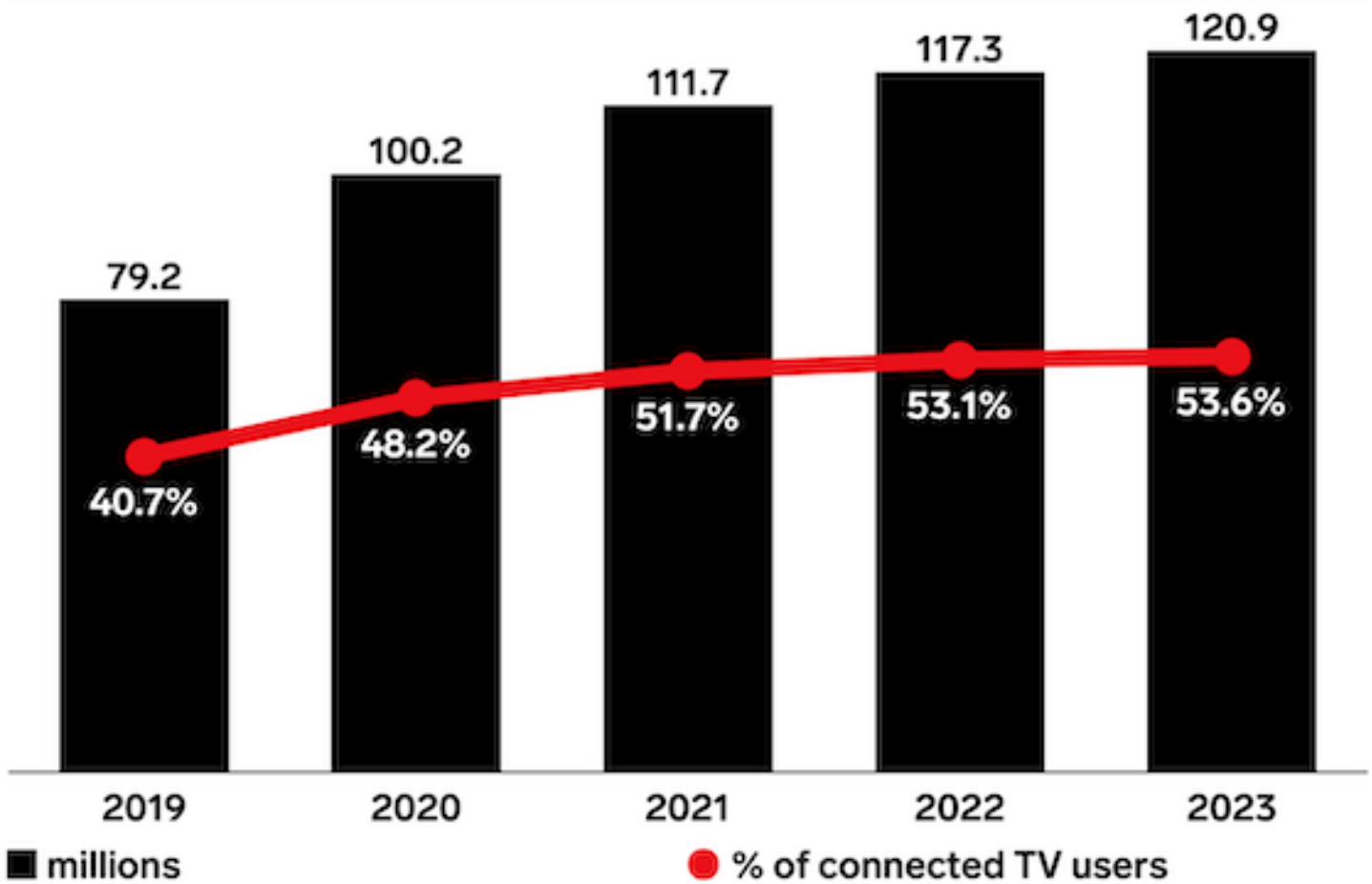
Article



The forecast: In 2021, US Roku monthly users will increase by 11.5%, reaching **111.7 million** monthly users. With these figures, Roku maintains its position as the most-used connected TV (CTV) device in the US market, though **Amazon Fire TV** is catching up.

US Roku Users, 2019-2023

millions and % of connected TV users



Note: individuals of any age who use the internet through a Roku at least once per month; includes boxes, sticks, and smart TVs with a licensed operating system
Source: eMarketer, September 2021

1054488704273

InsiderIntelligence.com

Dive Deeper:

- Roku users now make up a **third** of the US population.
- Despite strong performance, we project growth for Roku will slow down over the next few years as the US market becomes more saturated.

- While Roku has already crossed the 100 million users mark, Amazon Fire TV will see growth of **15.4%** in 2021, reaching **97.0 million** monthly active users. Amazon will surpass **100 million** users next year.
- Roku remains the top CTV platform in the US, accounting for **51.7%** of CTV users. But Amazon Fire TV is much closer now with a penetration rate of **nearly 45%** among CTV users. **Apple TV's** penetration is pretty low compared with the rest, at only **13.1%** of US CTV users.

Looking ahead: Roku will hit **126.4 million** monthly US users in 2025, while Amazon Fire TV will follow closely at **118.6 million** users that year.