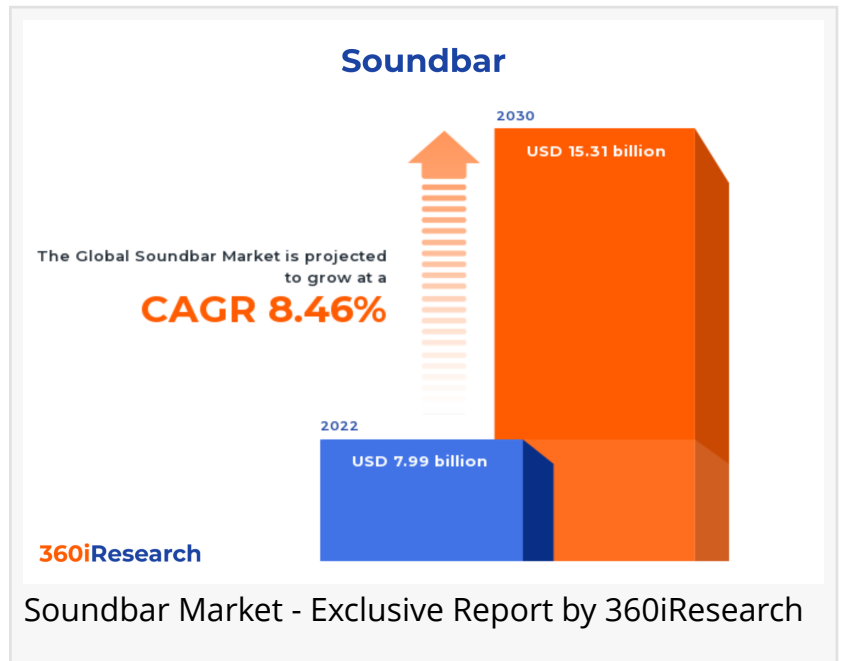


Soundbar Market worth \$15.31 billion by 2030, growing at a CAGR of 8.46% - Exclusive Report by 360iResearch

The Global Soundbar Market to grow from USD 7.99 billion in 2022 to USD 15.31 billion by 2030, at a CAGR of 8.46%.

PUNE, MAHARASHTRA, INDIA ,
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EINPresswire.com/ -- The "[Soundbar Market](#) by Type (Tabletop, Wall-Mounted), Connectivity (Bluetooth, Wi-Fi), Installation Method, Application, End-Use - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.



The Global Soundbar Market to grow from USD 7.99 billion in 2022 to USD 15.31 billion by 2030, at a CAGR of 8.46%.

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A soundbar, also known as a speaker bar or audio bar, is an advanced audio device designed to enhance the audio quality of various multimedia systems, such as televisions and home theaters. Soundbars generally have a compact, sleek design that can be easily mounted on a wall or placed on a TV stand. They are primarily used for improving sound clarity and providing a more immersive audio experience than traditional built-in TV speakers. The soundbar market encompasses the manufacturing, distribution, and sales of these compact audio devices for consumer and home entertainment systems. The rising demand for high-quality home entertainment systems attributed to the increased adoption of streaming services, gaming platforms, and smart devices has raised the adoption of soundbars in recent years. However, challenges such as the high costs of premium soundbars and competition from portable audio devices, including headphones and earbuds, pose limitations to market growth. Besides limiting

factors, recent advancements in wireless technology, the introduction of surround sound capabilities, and AI voice assistants have been creating lucrative future opportunities for the global soundbar market. Developing adaptive room calibration technologies, collaborating with content creators on exclusive partnerships or product bundles, and focusing on aesthetically appealing designs present potential scope for the global soundbar market.

Connectivity: Increasing usage of Bluetooth connectivity in soundbars for seamless integration Bluetooth is a widely popular wireless technology used in numerous devices for short-range connections. In soundbars, Bluetooth allows users to stream audio content from smartphones, tablets, or other compatible devices without the hassle of wires. Various modern soundbars come with built-in Bluetooth capabilities to ensure seamless integration within current entertainment setup. Consumers prioritizing ease of use, portability, and compatibility with multiple devices find Bluetooth-enabled sound bars highly suitable. This option works well for those who frequently switch between different audio sources or prefer streaming music directly from their phones. Wi-Fi connectivity in soundbars opens up a new world of possibilities, including multi-room audio setups, streaming from cloud services, and integration with smart home ecosystems. Soundbars with Wi-Fi can connect to the home network, letting consumers control them remotely using a compatible app or voice assistant. Consumers who require high-quality audio streaming without loss of fidelity and those who wish to build a comprehensive multi-room audio system or integrate their soundbar into an existing smart home ecosystem prefer Wi-Fi-enabled soundbars.

Installation Method: Expanding usage of passive soundbars for high-quality audio experience An active soundbar is an all-in-one solution that houses built-in amplifiers, speakers, and dedicated processing units. This design allows users to enjoy a plug-and-play experience without needing additional equipment such as an AV receiver or external amplifiers. Active soundbars are ideal for those seeking a simple setup process and minimal wiring. A passive soundbar is a speaker system void of built-in amplification capabilities; it requires connection to an external amplifier or AV receiver for power and signal processing. This type enables users to customize their audio experience by connecting with additional components such as subwoofers or satellite speakers. Passive soundbars are suitable for those who already own an AV receiver or prefer a more customizable, high-quality audio experience. Active soundbars cater to users seeking an easy-to-install solution with minimal equipment requirements. On the other hand, passive soundbars appeal to those desiring more customization options and higher audio quality.

Type: Rising preference for tabletop soundbars for ease of installation

Tabletop soundbars are designed to sit on a flat surface like a TV stand or shelf and provide enhanced audio quality without requiring additional installation. This type of soundbar is often preferred by users who want to avoid mounting hardware on their walls or have limited space available for installation. Wall-mounted soundbars are designed to be attached directly to a wall below or above the television screen. This type of soundbar offers a more streamlined appearance while saving valuable floor space in compact living areas. Users seeking an

uncluttered room layout with seamless integration between the TV and audio equipment prefer wall-mounted soundbars. Both tabletop and wall-mounted sound bars cater to different user preferences based on factors such as ease of installation, available space for setup, and aesthetic requirements. Tabletop soundbars are ideal for users who seek minimal installation efforts while still enjoying enhanced audio quality. On the other hand, wall-mounted soundbars provide a more streamlined appearance that integrates seamlessly with modern TV displays.

Application: Emerging demand for soundbars with customized audio output tailored for immersive gaming experiences

Soundbars are widely preferred in computer systems owing to their compact design and the ability to enhance audio quality significantly. These devices complement a user's gaming or multimedia experience while consuming minimal space on the desk. Soundbars have become popular choices for music players as they deliver superior audio quality with diverse connectivity options ranging from Wi-Fi to Bluetooth. Users can effortlessly stream music from smartphones, tablets, or other smart devices directly to their soundbar system. The increasing demand for better home theater experiences has driven the adoption of soundbars for TV sets across households globally. Soundbars elevate TV audio quality by providing clearer dialogue output and immersive surround sound without needing multiple speakers.

Regional Insights:

In the Americas region, the soundbar market is growing rapidly owing to its large consumer base with high purchasing power, technological advancements in home entertainment systems, and a robust distribution network. The growing adoption of smart homes and IoT (Internet of Things) devices further propels the demand for soundbars as they offer seamless integration with various connected devices. Additionally, popular streaming services encourage users to invest in premium audio equipment to enhance their viewing experiences. The EMEA region exhibits moderate growth in the soundbar market, with Western European countries such as Germany, the UK, France, and Italy leading the industry. These nations have established markets for consumer electronics and contain an affluent population that values quality home entertainment systems. Middle Eastern countries display considerable potential for future expansion attributed to emerging economies, including Saudi Arabia and the United Arab Emirates (UAE), investing heavily in infrastructure development projects, which include shopping malls equipped with modern electronic retail stores. APAC represents one of the fastest-growing regions within the global soundbar market owing to emerging economies such as China and India, where rapid urbanization coupled with increasing per capita income has led to higher demand for advanced consumer electronics. The population in this region is shifting towards premium products, seeking superior audio experiences to complement their high-definition screens and smart devices. In addition, local manufacturers from the region offer budget-friendly soundbars catering to a wider demographic of consumers.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Soundbar Market. It provides a

comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Soundbar Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the Soundbar Market, highlighting leading vendors and their innovative profiles. These include Altec Lansing Corporation, B & W Group Limited, Bang & Olufsen A/S, Bose Corporation, Definitive Technology, LLC, Edifier International Limited, Honeywell International Inc., Intel Corporation, Klipsch Group, Inc. by VOXX International Company, Koninklijke Philips N.V., LG Corporation, Masimo Corporation, Panasonic Corporation, Samsung Electronics Co., Ltd., Sennheiser Electronic GmbH & Co. KG, Sharp Consumer Electronics Poland sp. z o.o., Sony Corporation, Sound United LLC, Vizio Inc., Yamaha Corporation, and Zebronic India Pvt. Ltd..

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Market Segmentation & Coverage:

This research report categorizes the Soundbar Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Type, market is studied across Tabletop and Wall-Mounted. The Wall-Mounted is projected to witness significant market share during forecast period.

Based on Connectivity, market is studied across Bluetooth and Wi-Fi. The Bluetooth is projected to witness significant market share during forecast period.

Based on Installation Method, market is studied across Active Soundbar and Passive Soundbar. The Passive Soundbar is projected to witness significant market share during forecast period.

Based on Application, market is studied across Computer System, Music Players, and TV Sets. The Music Players is projected to witness significant market share during forecast period.

Based on End-Use, market is studied across Commercial and Personal. The Personal is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Europe, Middle East & Africa commanded largest market share of 35.43% in 2022, followed by Asia-Pacific.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Soundbar Market, by Type
7. Soundbar Market, by Connectivity
8. Soundbar Market, by Installation Method
9. Soundbar Market, by Application
10. Soundbar Market, by End-Use
11. Americas Soundbar Market
12. Asia-Pacific Soundbar Market
13. Europe, Middle East & Africa Soundbar Market
14. Competitive Landscape
15. Competitive Portfolio
16. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments

4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Soundbar Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Soundbar Market?
3. What is the competitive strategic window for opportunities in the Soundbar Market?
4. What are the technology trends and regulatory frameworks in the Soundbar Market?
5. What is the market share of the leading vendors in the Soundbar Market?
6. What modes and strategic moves are considered suitable for entering the Soundbar Market?

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