

# Portable Speaker Market By Type (Wired, Wireless) , By Application (Residential, Commercial, Others) By Industrial Vertical (Electronics, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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## Abstracts

The portable speaker market was valued at \$7.0 billion in 2023, and is projected to reach \$17.2 billion by 2033, growing at a CAGR of 9.6% from 2024 to 2033.

A portable speaker is a compact, wireless or wired audio device designed to produce sound while being easily transportable. These speakers often use technologies like Bluetooth or Wi-Fi for connectivity, enabling seamless playback from devices such as smartphones, laptops, and tablets. Some models also feature integrated batteries, rugged designs, and smart assistant compatibility, making them suitable for various settings, including outdoor events, travel, and home entertainment.

The global portable speaker market is witnessing notable growth due to factors such as widespread adoption of Bluetooth and Wi-Fi technologies and rise in preference for wireless connectivity in audio devices. A 2022 study by the Bluetooth Special Interest Group (SIG)—standards-based organization that oversees the development and licensing of Bluetooth technologies—reported that over 5 billion Bluetooth devices are shipped every year across the globe, with portable speakers being among the most common products utilizing this technology. This number is estimated to reach 7.6 billion by 2027. Furthermore, increase in demand for smart home ecosystems and need for compatibility with virtual assistants like Alexa and Google Assistant enhance the appeal of portable speakers, which significantly contributes toward the market growth. Moreover, increase in trend of recreational activities such as camping, hiking, and beach outings fosters the demand for portable speakers that provide quality sound on

the go. In addition, popularity of music and podcast streaming services such as Spotify, Apple Music, and YouTube has increased the need for portable, high-quality audio playback devices, thus augmenting the market growth. Rise in penetration of online retail platforms provides consumers with easy access to a variety of portable speaker options, which further fosters the growth of the global market. Despite rugged designs in some models, portable speakers are prone to damage from drops, water exposure, or dust, affecting long-term durability, thus limiting their adoption. Moreover, limited awareness and lower purchasing power in rural and less developed regions restrict market penetration in these areas. On the contrary, innovations such as longer battery life, 360-degree sound, and high-fidelity audio quality enhance user experience. Such advancements are expected to offer remunerative opportunities for the expansion of the global market during the forecast period.

The global portable speakers market is segmented into type, application, industrial vertical, and region. On the basis of type, the market is bifurcated into wired and wireless. As per application, it is divided into residential, commercial, and others. Depending on industrial vertical, it is classified into electronics and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### Key Findings

By type, the wireless segment held the highest market share in 2023.

On the basis of application, the residential segment dominated the portable speakers market, in terms of share, in 2023.

Depending on industrial vertical, the electronics segment garnered the largest share in 2023.

Region, North America emerged as the most lucrative market for share in 2023.

### Competitive Analysis

Competitive analysis and profiles of the major players in the global portable speaker market include Avnera Corporation, JVC Kenwood Corporation, Bose Corporation, Jawbone, Inc., Denon, Sony Corporation, JBL, Samsung Electronics, Logitech International S.A., and Creative Technology Limited. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold

in the global market.

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Upcoming/New Entrant by Regions

Consumer Preference and Product Specifications

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Brands Share Analysis

Expanded list for Company Profiles

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Market share analysis of players at global/region/country level

SWOT Analysis

## Key Market Segments

### By Type

Wired

Wireless

### By Application

Residential

Commercial

Others

### By Industrial Vertical

Electronics

Others

## By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

Argentina

Rest of LAMEA

Key Market Players

Avnera Corporation

JVC Kenwood Corporation

Bose Corporation

Jawbone, Inc.

Denon

Sony Corporation

JBL

Samsung Electronics

Logitech International S.A.

Creative Technology Limited

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