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Sound Reinforcement Market in Europe - Industry Outlook and Forecast 2019-2024

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Abstracts

The Europe sound reinforcement market is likely o reach around $2.24billion by 2024, growing at a CAGR of approximately 3% during 2018–2024.

The emergence of networked audio technology, the rise in strategic partnership with artists, the increased demand from corporates, government offices, educational institutes, and the increasing number of sporting events and tourism are helping the Europe sound reinforcement market o grow significantly. Futuristic inventions in wireless digital technology and the growth in complementary digital technologies are likely o boost investors' confidence in the Europe sound reinforcement market. The market is expected o witness an increase in the VC (venture capital) funding during the forecast period.

Also, several vendors are constantly trying o upgrade their existing systems. Many startups are likely o enter the market with innovative solutions and advanced features while existing vendors will continue o enhance their product portfolio through upgrades. Hence, the introduction of upgrades is expected o drive market growth during the forecast period.

The Europe sound reinforcement market is witnessing enhancements due o the increased demand for audio and video equipment, especially from corporates, government offices, and institutional workplaces. With the intensifying competition, the corporate sector and institutional workplaces are increasingly adopting equipment such as microphones and speakers o ease and smooth workflow processes and activities. Further, the development of innovative tools and technologies o promote e-learning in classrooms is expected o fuel the growth of the Europe sound reinforcement market in coming years.

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The research report on the Europe sound reinforcement market covers market sizing and forecast, market share, industry trends, growth drivers, and vendor analysis. The study includes insights on market segmentation by products (microphones, pro speakers, audio/sound mixer, audio signal processor, power amplifiers, others), formats (digital and analog), distribution channels (online and retail), and end-users (large venues and events, corporates, educational institutes, government and military, and others).

The study considers the present scenario of the Europe sound reinforcement market and its market dynamics for the period 2019?2024. The report covers a detailed overview of several market growth enablers, restraints, and trends. It covers both the demand and supply aspect of the market. It profiles and examines leading and prominent companies operating in the Europe sound reinforcement market.

Europe Sound Reinforcement Market: Segmentation

The market research report includes detailed market segmentation by products, distribution channels, formats, and end-user.

The Europe sound reinforcement market by product can be segmented ino microphones, pro speakers, audio/sound mixers, audio signal processors, power amplifiers, others. In 2018, the microphones segment led the market and is expected o grow at a CAGR of around 2.23% during the forecast period. Vendors are exploring ways o implement IoT (internet of things) and AV (audio-visual) technology in microphones, which will facilitate the user o operate from remote locations as well. Further, the increasing proliferation of IoT in the education sector is paving the way for vendors o explore sales opportunities in university campuses. Hence, digital enhancements in the microphone industry are expected o boost the Europe sound reinforcement market during the forecast period. Pro speakers are another significant segment, and the Europe sound reinforcement market is witnessing the increased adoption of pro speakers. This can be attributed o the growing music industry, the increasing demand for PA systems, and the need o efficiently distribute sound in large venues such as worship places or stadiums. Further, vendors are investing for R&D o introduce wireless pro-speakers in the Europe sound reinforcement market. Sound mixers, audio signal processors, and audio power amplifiers segments are gaining momentum due o the growth in the music industry.

The Europe sound reinforcement market by format can be segmented ino digital and

analog segments. The digital segment captured more than half of the market in 2018. The analog segment, on the other hand, is expected o grow at a CAGR of about 1% during the forecast period. The digital segment is expected o witness increased market growth in the coming year due o the rise in internet users and the growth in the number of connected devices.

The Europe sound reinforcement market by distribution can be segmented ino online and retail segments. In 2018, the retail segment contributed o the highest market revenue. Several traditional pro AV equipment vendors have modified their product line o increase the visibility of multiple sound reinforcement systems in retail stores. HARMAN, Yamaha, Sennheiser, Shure, Audio-Technica, Sony, Bose, and MUSIC Group have established retail stores across Europe. Further, the trend of selling sound reinforcement products through online and OEM stores is increasing.

The Europe sound reinforcement market by end-user can be segmented ino large venues and events, corporates, educational institutes, government and military, and others. The corporate sector is expected o remain the largest end-user segment in the sound reinforcement market and captured one-third of the market in 2018. The geographic expansion of companies, the growing number of offices, and the integration of IoT in business workflow processes are the major factors contributed o the segment growth. Restaurants, hotels, nightclubs, casinos, and cruise ships are other sectors that are increasingly incorporating modern-day pro AV systems o enhance the consumer experience.

Market Segmentation by Products

- Microphones
    - Pro speakers
- Audio/Sound Mixers
    - Audio Signal Processors
- Power Amplifiers
- Others

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Market Segmentation by Formats

- Digital
- Analog

Market Segmentation by Distribution Channels

- Online
- Retail

Market Segmentation by End-users

- Large Venues and Events
- Corporates
- Educational Institutes
- Government and Military
- Others

Europe Sound Reinforcement Market – By Countries

Europe sound reinforcement market is growing at a significant rate. Germany, UK, France, Italy, Spain, Switzerland, Russia, Benelux, and Scandinavia are some of the leading countries in the market. Germany and UK are the key markets for sound reinforcement equipment in Europe and has witnessed robust economic performance over the last couple of years. Germany is the home for some of the largest pro AV system manufacturers and the UK is known as the leading destination for music festivals, these factors have played a significant role in the market upliftment in the region. Hence, the growing music industry and increasing partnership between artists and leading manufacturers are driving the Europe sound reinforcement market.

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Key Countries

- Germany
- UK
- France
- Italy
- Spain
- Switzerland
- Russia
- Benelux
- Scandinavia

Key Vendor Analysis

The Europe sound reinforcement market is highly fragmented with the presence of a large number of local and global players. Market vendors are competing in terms of quality, product features, and competitive pricing. The competition is expected o intensify further during the forecast period with an increase in product innovations. Also, an increase in product/service extensions, technological innovations, and M&A are expected o drive the Europe sound reinforcement market.

Prominent Vendors

- Audio-Technica
  - Business Overview
  - Product Offerings
  - Key Strengths

Key Strategies

Key Opportunities

Bose

HARMAN International

MUSIC Group (Music Tribe)

Sennheiser Electronic

Shure

Sony

Yamaha

Other Prominent Vendors

ADK Microphones

Business Overview

AEB Industriale (DB TECHNOLOGIES)

Alcons Audio

Amadeus

Ansr Audio

Apex Audio

Audioprof

Audio Engineering Associates

Audix microphones

Beijing 797 Audio

Belden

Beyerdynamic

Blue Microphones

Bowers & Wilkins (B&W)

BOYA

CAD Audio

Carlson Audio Systems

CeltoAcoustique

Coda Audio

CORDIAL

Dynaudio

d&baudiotechnik/system

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Extron Electronics

GTD Audio

HEDD | Heinz Electrodynamic Designs

Hz Sound Systems

inMusic

Klipsch Audio Technologies

K-Array

Lectrosonics

Legrand

Lewitt

Liberty AV

LOUD Audio

MIPRO Electronics

MXL by Marshall Electronics

Nady Systems

OUTLINE

Pan Acoustics

Powersoft Audio

PROEL

Pyle Pro

Samson Technologies

sE Electronics

Southwire Company

Stewart Audio

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Vivolink

Zaxcom

Key Market Insights

Offers market sizing and growth prospects of the Europe sound reinforcement market for the forecast period 2019–2024

Provides comprehensive insights on the latest industry trends, market forecast, and growth drivers in the Europe sound reinforcement market

Includes a detailed analysis of market growth drivers, challenges, and investment opportunities

Delivers a complete overview of market segments and the regional outlook of the Europe sound reinforcement market

Offers an exhaustive summary of the vendor landscape, competitive analysis, and key market strategies o gain a competitive advantage in the Europe sound reinforcement market

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