

# Sound Reinforcement Market in US - Industry Outlook and Forecast 2019-2024

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## **Abstracts**

The US sound reinforcement market is likely o reach around \$3.16 billion by 2024, growing at a CAGR of approximately 3% during 2018–2024.

The growing convergence of Pro AV and IoT, the booming live industry music industry, strategic collaborations for product designs, changing corporate dynamics, and the rising adoption of sound reinforcement systems across educational institutes and government offices are expected o drive the US sound reinforcement market in coming years. Rapid urbanization and industrialization are two major factors that are driving the adoption of sound reinforcement systems in several sectors

Several new vendors are trying o enter the US sound reinforcement market by introducing innovative tools and devices. However, the existing consumer electronics vendors/traditional pro AV systems providers are not far behind. They are consistently enhancing their product portfolios. Hence, the introduction of upgrades is expected o drive market growth during the forecast period. Advancements in technology will help sound enhancement products o fare better in terms of usage, connectivity, design, sensor technology, and signal transmission during the forecast period.

The research report on the US 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).

With an intensifying competitive market, the corporate sector and institutional



workplaces are increasingly adopting equipment such as Pro AV solutions o smoothen the flow of work activities.

The usage of sound reinforcement systems across educational institutes has witnessed considerable transformation over the years. Further, the development of innovative tools and technology o promote e-learning in classrooms is expected o fuel the growth of these devices in the educational sector. Having realized the high potential of AV systems, several vendors are partnering with educational institutes, which is expected o drive the US sound reinforcement market in coming years.

The study considers the present scenario of the US 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 US sound reinforcement market.

US Sound Reinforcement Market: Segmentation

The market research report includes detailed market segmentation by products, distribution channels, formats, and end-users. The US 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 2.5% during the forecast period. The growth in the microphone industry is propelled by upgrades and replacements of the legacy system. Further, vendors are also exploring ways o implement IoT and AV technology in microphones, which allows the user o operate from remote areas. For instance, in 2014, Taylor University located in Indiana, US invested in Shure ULX-D digital wireless system for campus audio requirements. Pro speakers are the second largest market, and the US sound reinforcement market is witnessing increased adoption of pro speakers. Pro speakers are widely used in vertical markets such as corporates, live music events and festivals, public speaking, and broadcasting and recording studios. The sound mixers, audio signal processors, and audio power amplifiers segments are gaining momentum due o the growth in the music industry. With the increased music production and the growing market for nightclubs and DJ equipment, the demand for audio mixers is expected o grow in the US sound reinforcement market during the forecast period.

The US 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 and is



expected o grow at a CAGR of around 4.5%. The analog segment, on the other hand, is expected o grow at a CAGR of around 1.3% during the forecast period.

The US sound reinforcement market by distribution can be segmented ino online and retail segments. In 2018, the retail segment contributed the highest market revenue globally. Although the trend of selling sound reinforcement products online and in OEM stores is growing, a significant share of product distribution in the market takes place through conventional pro audio and electronics stores/outlets. However, with the increasing penetration of the internet, the availability of high discounts and access o consumer reviews, the online distribution segment of the US sound reinforcement market is likely o increase during the forecast period.

The US sound reinforcement market by end-user can be segmented ino large venues and events, corporates, educational institutes, government and military, hospitality, and others. The corporate sector is expected o remain the largest end-user segment in the sound reinforcement market, contributing a significant revenue share o the global market by 2024. Further, the geographical expansion of companies and integration of IoT in business workflow processes are other major factors, which have made corporates as the largest end-user. The corporate segment will grow due o the growing demand for AV conferencing solutions among organizations during the forecast period. The growing application of pro AV systems in the hospitality sector is also driving the demand for AV products.

Market Segmentation by Products

Microphones

Pro speakers

**Audio/Sound Mixers** 

Audio Signal Processors

**Power Amplifiers** 

Others

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
Hospitality
Others
Key Vendor Analysis
The US sound reinforcement market is highly fragmented with the presence of a large number of local and global players. Market vendors compete 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

**Prominent Vendors** 

Audio-Technica

the US sound reinforcement market.



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Key Strategies				
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MUSIC Group (Music Tribe)				
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Shure				
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Alcons Audio				
Ansr Audio				
Apex Audio				



# Audioprof

Audioprof						
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Audix microphones						
Beijing 797 Audio						
Belden						
Beyerdynamic						
Blue Microphones						
Bowers & Wilkins (B&W)						
воча	BOYA					
CAD Audio						
	Carlson Audio Systems					
CeltoAcoustiq	ue					
Coda Audio						
CORDIAL						
Dynaudio						
d&baudiotechnik/system						
Electro-Voice	(EV)					
Extron Electro	onics					
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					
- E Electrication					

sE Electronics



Southwire Company
Stewart Audio
Vivolink
Zaxcom

## **Key Market Insights**

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

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

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



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