

Wireless Speaker Market in US - Industry Outlook and Forecast 2018-2023

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Abstracts

This market research report on US wireless speaker market offers analysis on market size & forecast, market share, industry trends, growth drivers, and vendor analysis. The market study also includes insights on segmentation by connectivity type (Bluetooth speaker and wifi-speakers), by price range (low-end, mid-range, and premium), by end users (residential and commercial end-users), and by distribution (retail and online).

US Wireless Speaker Market - Overview

The exponential proliferation of smartphones, tablets, PCs, or other dedicated wireless controllers is propelling the requirement of smart devices and boosting the growth of US wireless speaker market. The focus on developing the connectivity technology is leading to the introduction of the Bluetooth speakers and Wi-Fi speakers in the US market. The growing demand for advanced audio equipment will augment the growth of the US market. The launch and commercialization of smart and connected devices will help vendors meet the consumer preferences and requirements in the market. The introduction of new product models with innovative features that increases the convenience of using these devices will revolutionize the US market over the next few years. The increasing in consumer spending limits and the economic recovery is creating lucrative prospects for smart speaker companies operating in the US market. The increasing adoption of highly durable consumer appliances will drive the demand in the market. The launch of waterproof Bluetooth speakers and rugged Bluetooth speakers will transform the US market. The continuous product innovation has led to the introduction of smart speakers with voice assistant technology in the US market. Additionally, the integration of voice-assistance technology in household appliances, enhanced marketing, and growing visibility of these products through online retail channels will led to the development of the US wireless speaker market.

The growing presence of online retailers such as Amazon and eBay offering a wide range of products from several vendors will boost the sales and revenues in the US market. The leading manufacturers are investing in the R&D of innovative products that can add value, enhance home experience, and offer the ease of convenience to attract maximum number of consumers in the market. The US wireless speaker market is anticipated to reach revenues of approximately \$12 billion by 2023, growing at a CAGR of more than 13% during 2018-2023. The report also provides market size details in terms of unit shipment during the forecast period.

US Wireless Speaker Market at a Glance

US Wireless Speaker Market - Dynamics

The increasing adoption of smart homes that increase connectivity of household applications will contribute to the growth of the US wireless speaker market. The use of automation of systems that provides integrated, centralized control of individual systems such as small appliances, consumer electronics, environmental control systems, and building components is an integral part of smart home environment. The top players are thereby, identifying the need to launch and innovate smart speaker systems that are compatible with the concept of smart homes to boost their revenues in the US market. The launch of systems that offer enhanced connectedness and the ability to converge voice-assistance technology with the smart home concept will fuel the development of the market during the forecast period. Additionally, the efforts to digitalize home and home applications will have a positive impact on the US wireless speaker market.

US Wireless Speaker Market - Segmentation

This market research report includes a detailed segmentation of the market by connectivity type, price range, end-user type, and distribution channels.

Segmentation of US Wireless Speaker Market

US Wireless Speaker Market – By Connectivity

Advanced battery technology for Bluetooth Speaker will boost sales in the US wireless speaker market during forecast period

The US wireless speaker market by connectivity is segmented into Bluetooth speaker (traditional Bluetooth speaker, waterproof Bluetooth speaker, and rugged Bluetooth speaker) and Wi-Fi speaker (Wi-Fi only speaker, hybrid speaker, smart speakers, non-smart speakers, singleroom speaker, and multiroom speaker). Bluetooth speakers

dominated a significant portion of the market share in 2017, growing at a CAGR of around 11% during the forecast period. The increasing focus on production innovation and launch of systems with a unique design and latest technology is fueling the growth of this segment in the US market. The increasing investment in battery technology will help manufactures boost the battery backup in Bluetooth speakers in the US market. These innovations have led to the improvement of battery capacity that can run continuously up to 16 to 24 hours in a single charge. Moreover, the innovations in Bluetooth technology, introduction of new models, and decreasing ASP are some of the major factors augmenting the growth of this segment in the US wireless speaker market.

US Wireless Speaker Market – By End-Users

Residential segment are the largest end-users in the US wireless speaker market

The end-users segment in the US wireless speaker market is classified into residential end-users and commercial end-users. The residential end-user occupied the largest market share in 2017, growing at a CAGR of approximately 14% during the forecast period. This end-user segment consists of individuals who buy speakers for their home use or residential purposes. The smart home users form the largest users of these innovative systems in the residential segment. These speakers are widely used as home entertainment systems by individuals in the US market. These find applications for music streaming via smartphones or PCs among end-users in the US market. Some households may have more than one speaker installed thereby, driving the demand for these sound reinforcement devices in the market. Multi-room speakers are gaining massive popularity and boosting growth of the US wireless speaker market.

US Wireless Speaker Market – By Distribution Channel

Emergence of various online retail giants will propel growth of the US wireless speaker market during forecast period

The US wireless speaker market by distribution channel is categorized into retail (specialty stores, mass market players, and electronic stores) and online channels. The online channel dominated the majority market share in 2017, growing at a CAGR of over 11% during the forecast period. The increasing proliferation of online retail giants such as Amazon, eBay, and Best Buy that offer a wide range of products will attribute to the growing sales in this segment in the US market. The increasing number of online OEMs' e-commerce portals and online direct-to-consumer stores will boost revenues in the US market. Factors such as ease-of-accessibility, convenience, and affordability is promoting the popularity of these channels among consumers in the market. Many

vendors are offering YouTube tutorial videos that help beginners get knowledge of the working and setting-up voice-assistant speakers. These benefits will augment the growth of this segment in the US wireless speaker market during the forecast period.

Key Vendor Analysis

The US wireless speaker market is very concentrated and the top players control over 90% of the market share. The rapid changes in technological environment is boosting consumer expectations and intensifying the competition in the US market. The manufacturers focus on continual innovations and upgrades will help them sustain the level of competition in the market. The increasing investment in the development of Bluetooth-only based, Wi-Fi-only based devices, and hybrid systems will help vendors gain a larger market share. The introduction of systems with high functionality and innovative designs will lead players attract larger group consumers in the US wireless speaker market during the forecast period.

The major vendors in the US market are:

Alphabet (Google)

Amazon.com

BEATS Electronics (Apple)

Bose

HARMAN International (Samsung)

Sonos

Sony

Other prominent vendors include Altec Lansing, Anker Innovations, AOMAIS, Apple, Axess, Avnera, Baidu, Bang & Olufsen, Beijing LingLong (JD.com), Braven, Creative Technology, Deutsche Telekom, DOSS, D&M Holdings (Denon), Edifier, Fabriq, Facebook, Forcovr (Shenzhen Guowei Security), iClever, ION Audio, Invoxia, Jam Audio, KaKao, KitSound by Kondor, Klipsch Group, Koninklijke Philips, KT, Lenovo, LG Electronics, Libratone, LINE Corporation, Logitech, Mobvoi, Monster Cable Products, Mpow, Mycroft AI, NAVER

Corporation, NVIDIA, Onkyo & Pioneer, Orange, Panasonic Corporation, Photive, Plantronics, Polk Audio, Rock Space (RENQING TECHNOLOGY), Samsung Electronics, SHARKK, Sharp, SK Telecom, Skullcandy, SoundBot, Supersonic, Telefonica, Tencent, The House of Marley, Tribit audio, VicTsing, Xiaomi, Yamaha, Yandex, and Zebronics.

Key market insights include

1. The analysis of US wireless speaker market provides market size and growth rate for the forecast period 2018-2023.
2. It offers comprehensive insights on current industry trends, trend forecast, and growth drivers about the US wireless speaker market.
3. The report provides the latest analysis of market share, growth drivers, challenges, and investment opportunities.
4. It offers a complete overview of market segments and the regional outlook of US wireless speaker market.
5. The report offers a detailed overview of the vendor landscape, competitive analysis, and key market strategies to gain competitive advantage.

Report Snapshot

The US wireless speaker market size is expected to reach revenues of around \$12 billion by 2023, growing at an impressive CAGR of over 13% 2018–2023.

The US wireless speaker market is driven by the recovery of the economy that led to growing end-users' spending sentiments and purchasing power. Furthermore, the integration of voice-assistance technology in household appliances will propel the demand for advanced speakers in the market. The US wireless speaker market research report provides in-depth market analysis and segmental analysis of the global wireless speaker market by connectivity type, price range, end-user type, and distribution channels.

Market Size:

Revenue

Unit Shipment

Base Year: 2017

Forecast Year: 2018–2023

The study considers the present scenario of the US wireless speaker market and its market dynamics for the period 2018-2023. It covers a detailed overview of various market growth enablers, restraints, and trends. The study covers both the demand and supply sides of the market. It also profiles and analyzes the leading companies and various other prominent companies operating in the US wireless speaker market.

Major Vendors in the US Wireless Speaker Market

Alphabet (Google)

Business Overview

Business Segments

Alphabet (Google) in the US

Wireless Speaker Market

Major Product Offerings

Key Strategies

Key Strengths

Key Opportunities

Amazon.com

BEATS Electronics (Apple)

Bose

HARMAN International (Samsung)

Sonos

Sony

Prominent Players in the US Wireless Speaker Market

Altec Lansing

Overview

ANKER Innovations

AOMAS

Apple

Axess

Avnera

Baidu

Bang & Olufsen

Beijing LingLong (JD.com)

Braven

Creative Technology

Deutsche Telekom

DOSS

D&M Holdings (Denon)

Edifier

Fabrig

Facebook

Forcovr (Shenzhen Guowei Security)

iClever

ION Audio

Invoxia

Jam Audio

KaKao

KitSound by Kondor

Klipsch Group

Koninklijke Philips

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NAVER Corporation

NVIDIA

Onkyo & Pioneer

Orange

Panasonic Corporation

Photivie

Plantronics

Polk Audio

Rock Space (RENQING TECHNOLOGY)

Samsung Electronics

SHARKK

Sharp

SK Telecom

Skullcandy

SoundBot

Supersonic

Telefonica

Tencent

The House of Marley

Tribit audio

VicTsing

Xiaomi

Yamaha

Yandex

Zebronics

Market Segmentation by Connectivity Type

Bluetooth Speakers

Traditional Bluetooth Speaker

Waterproof Bluetooth Speaker

Rugged Bluetooth Speaker

Wi-Fi Speaker

Based on Connectivity Technology

Wi-Fi only Speaker

Hybrid Speaker

Based on Voice Assistance

Smart Speakers

Non-Smart Speakers

Based on Room Placement

Single-Room Speaker

Multi-Room Speaker

Market Segmentation by Price Range

Low-end Range (\$50)

Medium Range (\$51 - \$200)

Premium Range (> \$200)

Market Segmentation by End-User Type

Residential End-users

Commercial End-users

Market Segmentation by Distribution Channel

Retail

Specialty Stores

Mass Market Players

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