

# Global Background Music Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Background Music market size will reach 2,263.20 Million USD in 2025 and is projected to reach 3,561.14 Million USD by 2032, with a CAGR of 6.69% (2025-2032). Notably, the China Background Music market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Background music refers to music that is played in the background, typically low in volume, while other activities or events are taking place, such as in a restaurant, retail store, or film. The purpose of background music is to create a mood or atmosphere, enhance the experience, and provide a pleasant or relaxing environment without distracting from the main activity or conversation. Background music can be instrumental or contain lyrics, and can range from soft and soothing to upbeat and energetic.

The major global suppliers of Background Music include Mood Media, PlayNetwork, TouchTunes, Usen Corporation, SiriusXM for Business, Pandora for Business, Almotech, Imagesound, NSM Music., CSI Music, Easy on Hold, Sunflower Music, Soundjack, Xenon Music Media, Soundtrack Your Brand, Jamendo Listening, SoundMachine, Heartbeats International, Rockbot, Jukeboxy, Cloud Cover Music, Custom Channels, Auracle Sound, Brandtrack, Soundreef, Kasimu, Express Melody, Qsic, StorePlay, Open Ear Music, etc. The global players competition landscape in this

report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Background Music. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Background Music market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Background Music market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Background Music industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Background Music Include:

Mood Media

PlayNetwork

TouchTunes

Usen Corporation

SiriusXM for Business

Pandora for Business

Almotech

Imagesound

NSM Music.

CSI Music

Easy on Hold

Sunflower Music

Soundjack

Xenon Music Media

Soundtrack Your Brand

Jamendo Listening

SoundMachine

Heartbeats International

Rockbot

Jukeboxy

Cloud Cover Music

Custom Channels

Auracle Sound

Brandtrack

Soundreef

Kasimu

Express Melody

Qsic

StorePlay

Open Ear Music

Background Music Product Segment Include:

Music Streaming

AV System Equipment

Background Music Product Application Include:

Retail Stores

Cafes & Restaurants

Leisure & Hospitality

Public Organizations

Others

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