

Global Bluetooth Speaker Chip Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Bluetooth Speaker Chip market size was valued at US\$ 2867 million in 2024 and is forecast to a readjusted size of USD 4721 million by 2031 with a CAGR of 7.5% during review period.

Bluetooth speaker chip is an audio chip that integrates Bluetooth technology. It can achieve wireless audio transmission and control and is an important component of modern audio devices. Bluetooth speakers are the application of Bluetooth technology to traditional digital and multimedia speakers, allowing users to listen to music in various ways without the hassle of wires. Since the emergence of Bluetooth speakers, they have received widespread attention from users such as mobile phones and tablets with the development of smart terminals. Bluetooth speakers have their unique characteristics: they are widely used, Bluetooth technology specifications are globally unified, and many devices such as mobile phones, PDAs, wireless headphones, laptops, cars, medical equipment, and computer peripherals can be easily connected to Bluetooth devices for data transmission or voice communication as long as they have a Bluetooth adapter. They are widely popular and have good compatibility.

With the continuous advancement of technology, Bluetooth speaker chips are also constantly developing. In the future, Bluetooth speaker chips may support more intelligent functions, such as AI voice assistants, voice recognition, and voice synthesis, to achieve more intelligent voice interaction. At the same time, with the continuous improvement of consumers' requirements for sound quality, Bluetooth speaker chips will also continuously enhance their decoding and encoding capabilities, providing higher quality sound. Following a strong growth of 26.2 percent in the year 2021, WSTS revised it down to a single digit growth for the worldwide semiconductor market in 2022 with a

total size of US\$580 billion, up 4.4 percent. WSTS lowered growth estimation as inflation rises and end markets seeing weaker demand, especially those exposed to consumer spending. While some major categories are still double-digit year-over-year growth in 2022, led by Analog with 20.8 percent, Sensors with 16.3 percent, and Logic with 14.5 percent growth. Memory declined with 12.6 percent year over year. In 2022, all geographical regions showed double-digit growth except Asia Pacific. The largest region, Asia Pacific, declined 2.0 percent. Sales in the Americas were US\$142.1 billion, up 17.0% year-on-year, sales in Europe were US\$53.8 billion, up 12.6% year-on-year, and sales in Japan were US\$48.1 billion, up 10.0% year-on-year. However, sales in the largest Asia-Pacific region were US\$336.2 billion, down 2.0% year-on-year.

This report is a detailed and comprehensive analysis for global Bluetooth Speaker Chip market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Bluetooth Speaker Chip market size and forecasts, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2020-2031

Global Bluetooth Speaker Chip market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2020-2031

Global Bluetooth Speaker Chip market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2020-2031

Global Bluetooth Speaker Chip market shares of main players, shipments in revenue (\$ Million), sales quantity (M Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries
To assess the growth potential for Bluetooth Speaker Chip

To forecast future growth in each product and end-use market
To forecast future factors affecting the marketplace

This report profiles key players in the global Bluetooth Speaker Chip market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Qualcomm, Texas Instruments, Infineon Technologies, Nordic, STMicroelectronics, Microchip Technology, PixArt, MediaTek, Airoha Technology Corp, Actions technology, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Bluetooth Speaker Chip market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Classic Bluetooth Chip

BLE Chip

Market segment by Application

Speaker

Car Bluetooth Audio

Consumer Electronics

Medical Equipment

Others

Major players covered

Qualcomm

Texas Instruments

Infineon Technologies

Nordic

STMicroelectronics

Microchip Technology

PixArt

MediaTek

Airoha Technology Corp

Actions technology

Airoha Technology

Shanghai Mountain View Silicon

Zhuhai Jieli Technology

Macrogiga Electronics

Lenze Technologies

Bestechnic

Anyka

Shenzhen Bluetrum Technology

Market segment by region, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Bluetooth Speaker Chip product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Bluetooth Speaker Chip, with price, sales quantity, revenue, and global market share of Bluetooth Speaker Chip from 2020 to 2025.

Chapter 3, the Bluetooth Speaker Chip competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Bluetooth Speaker Chip breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Bluetooth Speaker Chip market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Bluetooth Speaker Chip.

Chapter 14 and 15, to describe Bluetooth Speaker Chip sales channel, distributors, customers, research findings and conclusion.

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