

# Global Background Music Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Background Music market size was valued at USD 1779.1 million in 2023 and is forecast to a readjusted size of USD 2697.2 million by 2030 with a CAGR of 6.1% during review period.

Background music is an integral part of modern commercial space like malls, retail stores, transit, elevators and other public spaces. This kind of music is intended for passive listening, and it helps in improving the ambience of the place. It is also seen to affect the customer's mood positively, resulting in better shopping experiences for the customers and the retailers. The increase in the number of commercial spaces, high preference for entertainment, and growth in the tourism sector are the major factors that are driving the market growth.

Global Background Music key players include Mood Media, SiriusXM for Business, Usen Corporation, TouchTunes, PlayNetwork, etc. Global top five manufacturers hold a share about 45%. North America is the largest market, with a share about 40%, followed by Europe, the Middle East and Africa, with a share about 25 percent. In terms of product, Music Streaming is the largest segment, with a share about 85%. And in terms of application, the largest application is Leisure & Hospitality, followed by Retail Stores, Cafes & Restaurants, Public Organizations, etc.

The Global Info Research report includes an overview of the development of the Background Music industry chain, the market status of Retail Stores (Music Streaming, AV System Equipment), Cafes & Restaurants (Music Streaming, AV System Equipment), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Background Music.

Regionally, the report analyzes the Background Music markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Background Music market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Background Music market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Background Music industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Music Streaming, AV System Equipment).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Background Music market.

**Regional Analysis:** The report involves examining the Background Music market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Background Music market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Background Music:

**Company Analysis:** Report covers individual Background Music players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Background Music. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail Stores, Cafes & Restaurants).

**Technology Analysis:** Report covers specific technologies relevant to Background Music. It assesses the current state, advancements, and potential future developments in Background Music areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Background Music market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Background Music market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

### Market segment by Type

Music Streaming

AV System Equipment

### Market segment by Application

Retail Stores

Cafes & Restaurants

Leisure & Hospitality

Public Organizations

Others

Market segment by players, this report covers

Mood Media

PlayNetwork

TouchTunes

Usen

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

Heartbeats International

SoundMachine

Rockbot

Jukeboxy

Cloud Cover Music

Custom Channels

Auracle Sound

Brandtrack

Kasimu

Soundreef

Express Melody

Qsic

StorePlay

Open Ear Music

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

## Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Background Music product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Background Music, with revenue, gross margin and global market share of Background Music from 2019 to 2024.

Chapter 3, the Background Music competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Background Music market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Background Music.

Chapter 13, to describe Background Music research findings and conclusion.

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