

Global Background Music Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Background Music market size is expected to reach \$ 3238 million by 2032, rising at a market growth of 6.2% CAGR during the forecast period (2026-2032).

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.

This report studies the global Background Music demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Background Music, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Background Music that contribute to

its increasing demand across many markets.

Highlights and key features of the study

Global Background Music total market, 2021-2032, (USD Million)

Global Background Music total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Background Music total market, key domestic companies, and share, (USD Million)

Global Background Music revenue by player, revenue and market share 2021-2026, (USD Million)

Global Background Music total market by Type, CAGR, 2021-2032, (USD Million)

Global Background Music total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Background Music market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Mood Media, PlayNetwork, TouchTunes, Usen, SiriusXM for Business, Pandora for Business, Almotech, Imagesound, NSM Music., CSI Music, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Background Music market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Background Music Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Background Music Market, Segmentation by Type:

Music Streaming

AV System Equipment

Global Background Music Market, Segmentation by Application:

Retail Stores

Cafes & Restaurants

Leisure & Hospitality

Public Organizations

Others

Companies Profiled:

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

Key Questions Answered

1. How big is the global Background Music market?
2. What is the demand of the global Background Music market?
3. What is the year over year growth of the global Background Music market?

4. What is the total value of the global Background Music market?

5. Who are the Major Players in the global Background Music market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Background Music Introduction
- 1.2 World Background Music Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Background Music Total Market by Region (by Headquarter Location)
 - 1.3.1 World Background Music Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Background Music Revenue (2021-2032)
 - 1.3.3 China Based Company Background Music Revenue (2021-2032)
 - 1.3.4 Europe Based Company Background Music Revenue (2021-2032)
 - 1.3.5 Japan Based Company Background Music Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Background Music Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Background Music Revenue (2021-2032)
 - 1.3.8 India Based Company Background Music Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Background Music Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Background Music Consumption Value (2021-2032)
- 2.2 World Background Music Consumption Value by Region
 - 2.2.1 World Background Music Consumption Value by Region (2021-2026)
 - 2.2.2 World Background Music Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Background Music Consumption Value (2021-2032)
- 2.4 China Background Music Consumption Value (2021-2032)
- 2.5 Europe Background Music Consumption Value (2021-2032)
- 2.6 Japan Background Music Consumption Value (2021-2032)
- 2.7 South Korea Background Music Consumption Value (2021-2032)
- 2.8 ASEAN Background Music Consumption Value (2021-2032)
- 2.9 India Background Music Consumption Value (2021-2032)

3 WORLD BACKGROUND MUSIC COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Background Music Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)

- 3.2.1 Global Background Music Industry Rank of Major Players
- 3.2.2 Global Concentration Ratios (CR4) for Background Music in 2025
- 3.2.3 Global Concentration Ratios (CR8) for Background Music in 2025
- 3.3 Background Music Company Evaluation Quadrant
- 3.4 Background Music Market: Overall Company Footprint Analysis
 - 3.4.1 Background Music Market: Region Footprint
 - 3.4.2 Background Music Market: Company Product Type Footprint
 - 3.4.3 Background Music Market: Company Product Application Footprint
- 3.5 Competitive Environment
 - 3.5.1 Historical Structure of the Industry
 - 3.5.2 Barriers of Market Entry
 - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

- 4.1 United States VS China: Background Music Revenue Comparison (by Headquarter Location)
 - 4.1.1 United States VS China: Background Music Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
 - 4.1.2 United States VS China: Background Music Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Background Music Consumption Value Comparison
 - 4.2.1 United States VS China: Background Music Consumption Value Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Background Music Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based Background Music Companies and Market Share, 2021-2026
 - 4.3.1 United States Based Background Music Companies, Headquarters (States, Country)
 - 4.3.2 United States Based Companies Background Music Revenue, (2021-2026)
- 4.4 China Based Companies Background Music Revenue and Market Share, 2021-2026
 - 4.4.1 China Based Background Music Companies, Company Headquarters (Province, Country)
 - 4.4.2 China Based Companies Background Music Revenue, (2021-2026)
- 4.5 Rest of World Based Background Music Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Background Music Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Background Music Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Background Music Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Music Streaming

5.2.2 AV System Equipment

5.3 Market Segment by Type

5.3.1 World Background Music Market Size by Type (2021-2026)

5.3.2 World Background Music Market Size by Type (2027-2032)

5.3.3 World Background Music Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY APPLICATION

6.1 World Background Music Market Size Overview by Application: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Application

6.2.1 Retail Stores

6.2.2 Cafes & Restaurants

6.2.3 Leisure & Hospitality

6.2.4 Public Organizations

6.2.5 Others

6.3 Market Segment by Application

6.3.1 World Background Music Market Size by Application (2021-2026)

6.3.2 World Background Music Market Size by Application (2027-2032)

6.3.3 World Background Music Market Size Market Share by Application (2021-2032)

7 COMPANY PROFILES

7.1 Mood Media

7.1.1 Mood Media Details

7.1.2 Mood Media Major Business

7.1.3 Mood Media Background Music Product and Services

7.1.4 Mood Media Background Music Revenue, Gross Margin and Market Share (2021-2026)

7.1.5 Mood Media Recent Developments/Updates

- 7.1.6 Mood Media Competitive Strengths & Weaknesses
- 7.2 PlayNetwork
 - 7.2.1 PlayNetwork Details
 - 7.2.2 PlayNetwork Major Business
 - 7.2.3 PlayNetwork Background Music Product and Services
 - 7.2.4 PlayNetwork Background Music Revenue, Gross Margin and Market Share (2021-2026)
 - 7.2.5 PlayNetwork Recent Developments/Updates
 - 7.2.6 PlayNetwork Competitive Strengths & Weaknesses
- 7.3 TouchTunes
 - 7.3.1 TouchTunes Details
 - 7.3.2 TouchTunes Major Business
 - 7.3.3 TouchTunes Background Music Product and Services
 - 7.3.4 TouchTunes Background Music Revenue, Gross Margin and Market Share (2021-2026)
 - 7.3.5 TouchTunes Recent Developments/Updates
 - 7.3.6 TouchTunes Competitive Strengths & Weaknesses
- 7.4 Usen
 - 7.4.1 Usen Details
 - 7.4.2 Usen Major Business
 - 7.4.3 Usen Background Music Product and Services
 - 7.4.4 Usen Background Music Revenue, Gross Margin and Market Share (2021-2026)
 - 7.4.5 Usen Recent Developments/Updates
 - 7.4.6 Usen Competitive Strengths & Weaknesses
- 7.5 SiriusXM for Business
 - 7.5.1 SiriusXM for Business Details
 - 7.5.2 SiriusXM for Business Major Business
 - 7.5.3 SiriusXM for Business Background Music Product and Services
 - 7.5.4 SiriusXM for Business Background Music Revenue, Gross Margin and Market Share (2021-2026)
 - 7.5.5 SiriusXM for Business Recent Developments/Updates
 - 7.5.6 SiriusXM for Business Competitive Strengths & Weaknesses
- 7.6 Pandora for Business
 - 7.6.1 Pandora for Business Details
 - 7.6.2 Pandora for Business Major Business
 - 7.6.3 Pandora for Business Background Music Product and Services
 - 7.6.4 Pandora for Business Background Music Revenue, Gross Margin and Market Share (2021-2026)
 - 7.6.5 Pandora for Business Recent Developments/Updates

7.6.6 Pandora for Business Competitive Strengths & Weaknesses

7.7 Almotech

7.7.1 Almotech Details

7.7.2 Almotech Major Business

7.7.3 Almotech Background Music Product and Services

7.7.4 Almotech Background Music Revenue, Gross Margin and Market Share (2021-2026)

7.7.5 Almotech Recent Developments/Updates

7.7.6 Almotech Competitive Strengths & Weaknesses

7.8 Imagesound

7.8.1 Imagesound Details

7.8.2 Imagesound Major Business

7.8.3 Imagesound Background Music Product and Services

7.8.4 Imagesound Background Music Revenue, Gross Margin and Market Share (2021-2026)

7.8.5 Imagesound Recent Developments/Updates

7.8.6 Imagesound Competitive Strengths & Weaknesses

7.9 NSM Music.

7.9.1 NSM Music. Details

7.9.2 NSM Music. Major Business

7.9.3 NSM Music. Background Music Product and Services

7.9.4 NSM Music. Background Music Revenue, Gross Margin and Market Share (2021-2026)

7.9.5 NSM Music. Recent Developments/Updates

7.9.6 NSM Music. Competitive Strengths & Weaknesses

7.10 CSI Music

7.10.1 CSI Music Details

7.10.2 CSI Music Major Business

7.10.3 CSI Music Background Music Product and Services

7.10.4 CSI Music Background Music Revenue, Gross Margin and Market Share (2021-2026)

7.10.5 CSI Music Recent Developments/Updates

7.10.6 CSI Music Competitive Strengths & Weaknesses

7.11 Easy on Hold

7.11.1 Easy on Hold Details

7.11.2 Easy on Hold Major Business

7.11.3 Easy on Hold Background Music Product and Services

7.11.4 Easy on Hold Background Music Revenue, Gross Margin and Market Share (2021-2026)

- 7.11.5 Easy on Hold Recent Developments/Updates
- 7.11.6 Easy on Hold Competitive Strengths & Weaknesses
- 7.12 Sunflower Music
 - 7.12.1 Sunflower Music Details
 - 7.12.2 Sunflower Music Major Business
 - 7.12.3 Sunflower Music Background Music Product and Services
 - 7.12.4 Sunflower Music Background Music Revenue, Gross Margin and Market Share (2021-2026)
 - 7.12.5 Sunflower Music Recent Developments/Updates
 - 7.12.6 Sunflower Music Competitive Strengths & Weaknesses
- 7.13 Soundjack
 - 7.13.1 Soundjack Details
 - 7.13.2 Soundjack Major Business
 - 7.13.3 Soundjack Background Music Product and Services
 - 7.13.4 Soundjack Background Music Revenue, Gross Margin and Market Share (2021-2026)
 - 7.13.5 Soundjack Recent Developments/Updates
 - 7.13.6 Soundjack Competitive Strengths & Weaknesses
- 7.14 Xenon Music Media
 - 7.14.1 Xenon Music Media Details
 - 7.14.2 Xenon Music Media Major Business
 - 7.14.3 Xenon Music Media Background Music Product and Services
 - 7.14.4 Xenon Music Media Background Music Revenue, Gross Margin and Market Share (2021-2026)
 - 7.14.5 Xenon Music Media Recent Developments/Updates
 - 7.14.6 Xenon Music Media Competitive Strengths & Weaknesses
- 7.15 Soundtrack Your Brand
 - 7.15.1 Soundtrack Your Brand Details
 - 7.15.2 Soundtrack Your Brand Major Business
 - 7.15.3 Soundtrack Your Brand Background Music Product and Services
 - 7.15.4 Soundtrack Your Brand Background Music Revenue, Gross Margin and Market Share (2021-2026)
 - 7.15.5 Soundtrack Your Brand Recent Developments/Updates
 - 7.15.6 Soundtrack Your Brand Competitive Strengths & Weaknesses
- 7.16 Jamendo Listening
 - 7.16.1 Jamendo Listening Details
 - 7.16.2 Jamendo Listening Major Business
 - 7.16.3 Jamendo Listening Background Music Product and Services
 - 7.16.4 Jamendo Listening Background Music Revenue, Gross Margin and Market

Share (2021-2026)

7.16.5 Jamendo Listening Recent Developments/Updates

7.16.6 Jamendo Listening Competitive Strengths & Weaknesses

7.17 Heartbeats International

7.17.1 Heartbeats International Details

7.17.2 Heartbeats International Major Business

7.17.3 Heartbeats International Background Music Product and Services

7.17.4 Heartbeats International Background Music Revenue, Gross Margin and Market

Share (2021-2026)

7.17.5 Heartbeats International Recent Developments/Updates

7.17.6 Heartbeats International Competitive Strengths & Weaknesses

7.18 SoundMachine

7.18.1 SoundMachine Details

7.18.2 SoundMachine Major Business

7.18.3 SoundMachine Background Music Product and Services

7.18.4 SoundMachine Background Music Revenue, Gross Margin and Market Share

(2021-2026)

7.18.5 SoundMachine Recent Developments/Updates

7.18.6 SoundMachine Competitive Strengths & Weaknesses

7.19 Rockbot

7.19.1 Rockbot Details

7.19.2 Rockbot Major Business

7.19.3 Rockbot Background Music Product and Services

7.19.4 Rockbot Background Music Revenue, Gross Margin and Market Share

(2021-2026)

7.19.5 Rockbot Recent Developments/Updates

7.19.6 Rockbot Competitive Strengths & Weaknesses

7.20 Jukeboxy

7.20.1 Jukeboxy Details

7.20.2 Jukeboxy Major Business

7.20.3 Jukeboxy Background Music Product and Services

7.20.4 Jukeboxy Background Music Revenue, Gross Margin and Market Share

(2021-2026)

7.20.5 Jukeboxy Recent Developments/Updates

7.20.6 Jukeboxy Competitive Strengths & Weaknesses

7.21 Cloud Cover Music

7.21.1 Cloud Cover Music Details

7.21.2 Cloud Cover Music Major Business

7.21.3 Cloud Cover Music Background Music Product and Services

7.21.4 Cloud Cover Music Background Music Revenue, Gross Margin and Market Share (2021-2026)

7.21.5 Cloud Cover Music Recent Developments/Updates

7.21.6 Cloud Cover Music Competitive Strengths & Weaknesses

7.22 Custom Channels

7.22.1 Custom Channels Details

7.22.2 Custom Channels Major Business

7.22.3 Custom Channels Background Music Product and Services

7.22.4 Custom Channels Background Music Revenue, Gross Margin and Market Share (2021-2026)

7.22.5 Custom Channels Recent Developments/Updates

7.22.6 Custom Channels Competitive Strengths & Weaknesses

7.23 Auracle Sound

7.23.1 Auracle Sound Details

7.23.2 Auracle Sound Major Business

7.23.3 Auracle Sound Background Music Product and Services

7.23.4 Auracle Sound Background Music Revenue, Gross Margin and Market Share (2021-2026)

7.23.5 Auracle Sound Recent Developments/Updates

7.23.6 Auracle Sound Competitive Strengths & Weaknesses

7.24 Brandtrack

7.24.1 Brandtrack Details

7.24.2 Brandtrack Major Business

7.24.3 Brandtrack Background Music Product and Services

7.24.4 Brandtrack Background Music Revenue, Gross Margin and Market Share (2021-2026)

7.24.5 Brandtrack Recent Developments/Updates

7.24.6 Brandtrack Competitive Strengths & Weaknesses

7.25 Kasimu

7.25.1 Kasimu Details

7.25.2 Kasimu Major Business

7.25.3 Kasimu Background Music Product and Services

7.25.4 Kasimu Background Music Revenue, Gross Margin and Market Share (2021-2026)

7.25.5 Kasimu Recent Developments/Updates

7.25.6 Kasimu Competitive Strengths & Weaknesses

7.26 Soundreef

7.26.1 Soundreef Details

7.26.2 Soundreef Major Business

- 7.26.3 Soundreef Background Music Product and Services
- 7.26.4 Soundreef Background Music Revenue, Gross Margin and Market Share (2021-2026)
- 7.26.5 Soundreef Recent Developments/Updates
- 7.26.6 Soundreef Competitive Strengths & Weaknesses
- 7.27 Express Melody
 - 7.27.1 Express Melody Details
 - 7.27.2 Express Melody Major Business
 - 7.27.3 Express Melody Background Music Product and Services
 - 7.27.4 Express Melody Background Music Revenue, Gross Margin and Market Share (2021-2026)
 - 7.27.5 Express Melody Recent Developments/Updates
 - 7.27.6 Express Melody Competitive Strengths & Weaknesses
- 7.28 Qsic
 - 7.28.1 Qsic Details
 - 7.28.2 Qsic Major Business
 - 7.28.3 Qsic Background Music Product and Services
 - 7.28.4 Qsic Background Music Revenue, Gross Margin and Market Share (2021-2026)
 - 7.28.5 Qsic Recent Developments/Updates
 - 7.28.6 Qsic Competitive Strengths & Weaknesses
- 7.29 StorePlay
 - 7.29.1 StorePlay Details
 - 7.29.2 StorePlay Major Business
 - 7.29.3 StorePlay Background Music Product and Services
 - 7.29.4 StorePlay Background Music Revenue, Gross Margin and Market Share (2021-2026)
 - 7.29.5 StorePlay Recent Developments/Updates
 - 7.29.6 StorePlay Competitive Strengths & Weaknesses
- 7.30 Open Ear Music
 - 7.30.1 Open Ear Music Details
 - 7.30.2 Open Ear Music Major Business
 - 7.30.3 Open Ear Music Background Music Product and Services
 - 7.30.4 Open Ear Music Background Music Revenue, Gross Margin and Market Share (2021-2026)
 - 7.30.5 Open Ear Music Recent Developments/Updates
 - 7.30.6 Open Ear Music Competitive Strengths & Weaknesses

8 INDUSTRY CHAIN ANALYSIS

- 8.1 Background Music Industry Chain
- 8.2 Background Music Upstream Analysis
- 8.3 Background Music Midstream Analysis
- 8.4 Background Music Downstream Analysis

9 RESEARCH FINDINGS AND CONCLUSION

10 APPENDIX

- 10.1 Methodology
- 10.2 Research Process and Data Source
- 10.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Background Music Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World Background Music Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World Background Music Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World Background Music Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World Background Music Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Background Music Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World Background Music Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World Background Music Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World Background Music Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key Background Music Players in 2025
- Table 12. World Background Music Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global Background Music Company Evaluation Quadrant
- Table 14. Head Office of Key Background Music Players
- Table 15. Background Music Market: Company Product Type Footprint
- Table 16. Background Music Market: Company Product Application Footprint
- Table 17. Background Music Mergers & Acquisitions Activity
- Table 18. United States VS China Background Music Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China Background Music Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based Background Music Companies, Headquarters (States, Country)
- Table 21. United States Based Companies Background Music Revenue, (2021-2026) & (USD Million)
- Table 22. United States Based Companies Background Music Revenue Market Share

(2021-2026)

Table 23. China Based Background Music Companies, Headquarters (Province, Country)

Table 24. China Based Companies Background Music Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Background Music Revenue Market Share (2021-2026)

Table 26. Rest of World Based Background Music Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Background Music Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Background Music Revenue Market Share (2021-2026)

Table 29. World Background Music Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Background Music Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Background Music Market Size by Type (2027-2032) & (USD Million)

Table 32. World Background Music Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 33. World Background Music Market Size by Application (2021-2026) & (USD Million)

Table 34. World Background Music Market Size by Application (2027-2032) & (USD Million)

Table 35. Mood Media Basic Information, Manufacturing Base and Competitors

Table 36. Mood Media Major Business

Table 37. Mood Media Background Music Product and Services

Table 38. Mood Media Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 39. Mood Media Recent Developments/Updates

Table 40. Mood Media Competitive Strengths & Weaknesses

Table 41. PlayNetwork Basic Information, Manufacturing Base and Competitors

Table 42. PlayNetwork Major Business

Table 43. PlayNetwork Background Music Product and Services

Table 44. PlayNetwork Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. PlayNetwork Recent Developments/Updates

Table 46. PlayNetwork Competitive Strengths & Weaknesses

Table 47. TouchTunes Basic Information, Manufacturing Base and Competitors

- Table 48. TouchTunes Major Business
- Table 49. TouchTunes Background Music Product and Services
- Table 50. TouchTunes Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 51. TouchTunes Recent Developments/Updates
- Table 52. TouchTunes Competitive Strengths & Weaknesses
- Table 53. Usen Basic Information, Manufacturing Base and Competitors
- Table 54. Usen Major Business
- Table 55. Usen Background Music Product and Services
- Table 56. Usen Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 57. Usen Recent Developments/Updates
- Table 58. Usen Competitive Strengths & Weaknesses
- Table 59. SiriusXM for Business Basic Information, Manufacturing Base and Competitors
- Table 60. SiriusXM for Business Major Business
- Table 61. SiriusXM for Business Background Music Product and Services
- Table 62. SiriusXM for Business Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 63. SiriusXM for Business Recent Developments/Updates
- Table 64. SiriusXM for Business Competitive Strengths & Weaknesses
- Table 65. Pandora for Business Basic Information, Manufacturing Base and Competitors
- Table 66. Pandora for Business Major Business
- Table 67. Pandora for Business Background Music Product and Services
- Table 68. Pandora for Business Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 69. Pandora for Business Recent Developments/Updates
- Table 70. Pandora for Business Competitive Strengths & Weaknesses
- Table 71. Almotech Basic Information, Manufacturing Base and Competitors
- Table 72. Almotech Major Business
- Table 73. Almotech Background Music Product and Services
- Table 74. Almotech Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 75. Almotech Recent Developments/Updates
- Table 76. Almotech Competitive Strengths & Weaknesses
- Table 77. Imagesound Basic Information, Manufacturing Base and Competitors
- Table 78. Imagesound Major Business
- Table 79. Imagesound Background Music Product and Services

Table 80. Imagesound Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. Imagesound Recent Developments/Updates

Table 82. Imagesound Competitive Strengths & Weaknesses

Table 83. NSM Music. Basic Information, Manufacturing Base and Competitors

Table 84. NSM Music. Major Business

Table 85. NSM Music. Background Music Product and Services

Table 86. NSM Music. Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. NSM Music. Recent Developments/Updates

Table 88. NSM Music. Competitive Strengths & Weaknesses

Table 89. CSI Music Basic Information, Manufacturing Base and Competitors

Table 90. CSI Music Major Business

Table 91. CSI Music Background Music Product and Services

Table 92. CSI Music Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. CSI Music Recent Developments/Updates

Table 94. CSI Music Competitive Strengths & Weaknesses

Table 95. Easy on Hold Basic Information, Manufacturing Base and Competitors

Table 96. Easy on Hold Major Business

Table 97. Easy on Hold Background Music Product and Services

Table 98. Easy on Hold Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. Easy on Hold Recent Developments/Updates

Table 100. Easy on Hold Competitive Strengths & Weaknesses

Table 101. Sunflower Music Basic Information, Manufacturing Base and Competitors

Table 102. Sunflower Music Major Business

Table 103. Sunflower Music Background Music Product and Services

Table 104. Sunflower Music Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. Sunflower Music Recent Developments/Updates

Table 106. Sunflower Music Competitive Strengths & Weaknesses

Table 107. Soundjack Basic Information, Manufacturing Base and Competitors

Table 108. Soundjack Major Business

Table 109. Soundjack Background Music Product and Services

Table 110. Soundjack Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 111. Soundjack Recent Developments/Updates

Table 112. Soundjack Competitive Strengths & Weaknesses

- Table 113. Xenon Music Media Basic Information, Manufacturing Base and Competitors
- Table 114. Xenon Music Media Major Business
- Table 115. Xenon Music Media Background Music Product and Services
- Table 116. Xenon Music Media Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 117. Xenon Music Media Recent Developments/Updates
- Table 118. Xenon Music Media Competitive Strengths & Weaknesses
- Table 119. Soundtrack Your Brand Basic Information, Manufacturing Base and Competitors
- Table 120. Soundtrack Your Brand Major Business
- Table 121. Soundtrack Your Brand Background Music Product and Services
- Table 122. Soundtrack Your Brand Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 123. Soundtrack Your Brand Recent Developments/Updates
- Table 124. Soundtrack Your Brand Competitive Strengths & Weaknesses
- Table 125. Jamendo Listening Basic Information, Manufacturing Base and Competitors
- Table 126. Jamendo Listening Major Business
- Table 127. Jamendo Listening Background Music Product and Services
- Table 128. Jamendo Listening Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 129. Jamendo Listening Recent Developments/Updates
- Table 130. Jamendo Listening Competitive Strengths & Weaknesses
- Table 131. Heartbeats International Basic Information, Manufacturing Base and Competitors
- Table 132. Heartbeats International Major Business
- Table 133. Heartbeats International Background Music Product and Services
- Table 134. Heartbeats International Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 135. Heartbeats International Recent Developments/Updates
- Table 136. Heartbeats International Competitive Strengths & Weaknesses
- Table 137. SoundMachine Basic Information, Manufacturing Base and Competitors
- Table 138. SoundMachine Major Business
- Table 139. SoundMachine Background Music Product and Services
- Table 140. SoundMachine Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 141. SoundMachine Recent Developments/Updates
- Table 142. SoundMachine Competitive Strengths & Weaknesses
- Table 143. Rockbot Basic Information, Manufacturing Base and Competitors
- Table 144. Rockbot Major Business

- Table 145. Rockbot Background Music Product and Services
- Table 146. Rockbot Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 147. Rockbot Recent Developments/Updates
- Table 148. Rockbot Competitive Strengths & Weaknesses
- Table 149. Jukeboxy Basic Information, Manufacturing Base and Competitors
- Table 150. Jukeboxy Major Business
- Table 151. Jukeboxy Background Music Product and Services
- Table 152. Jukeboxy Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 153. Jukeboxy Recent Developments/Updates
- Table 154. Jukeboxy Competitive Strengths & Weaknesses
- Table 155. Cloud Cover Music Basic Information, Manufacturing Base and Competitors
- Table 156. Cloud Cover Music Major Business
- Table 157. Cloud Cover Music Background Music Product and Services
- Table 158. Cloud Cover Music Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 159. Cloud Cover Music Recent Developments/Updates
- Table 160. Cloud Cover Music Competitive Strengths & Weaknesses
- Table 161. Custom Channels Basic Information, Manufacturing Base and Competitors
- Table 162. Custom Channels Major Business
- Table 163. Custom Channels Background Music Product and Services
- Table 164. Custom Channels Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 165. Custom Channels Recent Developments/Updates
- Table 166. Custom Channels Competitive Strengths & Weaknesses
- Table 167. Auracle Sound Basic Information, Manufacturing Base and Competitors
- Table 168. Auracle Sound Major Business
- Table 169. Auracle Sound Background Music Product and Services
- Table 170. Auracle Sound Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 171. Auracle Sound Recent Developments/Updates
- Table 172. Auracle Sound Competitive Strengths & Weaknesses
- Table 173. Brandtrack Basic Information, Manufacturing Base and Competitors
- Table 174. Brandtrack Major Business
- Table 175. Brandtrack Background Music Product and Services
- Table 176. Brandtrack Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 177. Brandtrack Recent Developments/Updates

- Table 178. Brandtrack Competitive Strengths & Weaknesses
- Table 179. Kasimu Basic Information, Manufacturing Base and Competitors
- Table 180. Kasimu Major Business
- Table 181. Kasimu Background Music Product and Services
- Table 182. Kasimu Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 183. Kasimu Recent Developments/Updates
- Table 184. Kasimu Competitive Strengths & Weaknesses
- Table 185. Soundreef Basic Information, Manufacturing Base and Competitors
- Table 186. Soundreef Major Business
- Table 187. Soundreef Background Music Product and Services
- Table 188. Soundreef Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 189. Soundreef Recent Developments/Updates
- Table 190. Soundreef Competitive Strengths & Weaknesses
- Table 191. Express Melody Basic Information, Manufacturing Base and Competitors
- Table 192. Express Melody Major Business
- Table 193. Express Melody Background Music Product and Services
- Table 194. Express Melody Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 195. Express Melody Recent Developments/Updates
- Table 196. Express Melody Competitive Strengths & Weaknesses
- Table 197. Qsic Basic Information, Manufacturing Base and Competitors
- Table 198. Qsic Major Business
- Table 199. Qsic Background Music Product and Services
- Table 200. Qsic Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 201. Qsic Recent Developments/Updates
- Table 202. Qsic Competitive Strengths & Weaknesses
- Table 203. StorePlay Basic Information, Manufacturing Base and Competitors
- Table 204. StorePlay Major Business
- Table 205. StorePlay Background Music Product and Services
- Table 206. StorePlay Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 207. StorePlay Recent Developments/Updates
- Table 208. StorePlay Competitive Strengths & Weaknesses
- Table 209. Open Ear Music Basic Information, Manufacturing Base and Competitors
- Table 210. Open Ear Music Major Business
- Table 211. Open Ear Music Background Music Product and Services

Table 212. Open Ear Music Background Music Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 213. Open Ear Music Recent Developments/Updates

Table 214. Open Ear Music Competitive Strengths & Weaknesses

Table 215. Global Key Players of Background Music Upstream (Raw Materials)

Table 216. Global Background Music Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Background Music Picture

Figure 2. World Background Music Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Background Music Total Revenue (2021-2032) & (USD Million)

Figure 4. World Background Music Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Background Music Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Background Music Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Background Music Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Background Music Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Background Music Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Background Music Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Background Music Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Background Music Revenue (2021-2032) & (USD Million)

Figure 13. Background Music Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Background Music Consumption Value (2021-2032) & (USD Million)

Figure 16. World Background Music Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Background Music Consumption Value (2021-2032) & (USD Million)

Figure 18. China Background Music Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Background Music Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Background Music Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Background Music Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Background Music Consumption Value (2021-2032) & (USD Million)

Figure 23. India Background Music Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Background Music by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Background Music Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Background Music Markets in 2025

Figure 27. United States VS China: Background Music Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Background Music Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Background Music Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Background Music Market Size Market Share by Type in 2025

Figure 31. Music Streaming

Figure 32. AV System Equipment

Figure 33. World Background Music Market Size Market Share by Type (2021-2032)

Figure 34. World Background Music Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 35. World Background Music Market Size Market Share by Application in 2025

Figure 36. Retail Stores

Figure 37. Cafes & Restaurants

Figure 38. Leisure & Hospitality

Figure 39. Public Organizations

Figure 40. Others

Figure 41. World Background Music Market Size Market Share by Application (2021-2032)

Figure 42. Background Music Industrial Chain

Figure 43. Methodology

Figure 44. Research Process and Data Source

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