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Global Guitar Potentiometers Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Guitar Potentiometers market size is expected to reach $ 46.35 million by 2032, rising at a market growth of 3.8% CAGR during the forecast period (2026-2032).

Guitar potentiometers are rotary electronic control components installed inside the control cavity of electric guitars and bass guitars to adjust pickup volume, tone response, and the blending ratio between multiple pickups. They are part of the musical instrument electronic components category and are mainly used in original equipment assembly, repair, replacement, and aftermarket modification. Major product forms include standard rotary potentiometers, push-pull potentiometers, push-push potentiometers, concentric or dual-gang potentiometers, blend potentiometers, and no-load potentiometers. A typical product consists of a carbon resistive element, metal housing, rotating shaft, threaded bushing, solder or printed circuit board terminals, sliding contact, and sealed or semi-sealed mechanical structure. Key specifications include 250 kilohm, 300 kilohm, 500 kilohm, and 1 megohm resistance values, audio taper, linear taper, custom taper, short shaft, long shaft, solid shaft, and split knurled shaft designs. The core function is to provide smooth rotation, low noise, stable electrical contact, long rotational life, and reliable compatibility with single-coil, humbucker, and active pickup circuits. In 2025, the global industry average price of guitar potentiometers was about USD 0.94 per unit, global shipments were about 36 million units, and the industry average gross margin was about 32%.

Guitar potentiometers are a mature niche product within musical instrument electronic components. The upstream supply chain mainly includes carbon resistive materials, stamped metal housings, copper alloy terminals, plastic insulating parts, lubricants, and precision assembly equipment. The midstream segment covers potentiometer manufacturing, taper design, shaft machining, resistance screening, durability testing,

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and customized mechanical configurations. Downstream demand comes from electric guitar and bass guitar OEMs, repair and replacement channels, boutique modification markets, and prewired harness suppliers. Although the product has a low unit price and limited regulatory burden, it requires stable contact performance, smooth rotation, low noise, consistent resistance tolerance, and reliable compatibility with different pickup circuits.

The global competitive landscape is relatively concentrated at the manufacturing level, while the brand and distribution side is more fragmented. A number of aftermarket and boutique brands sell customized or packaged guitar potentiometers, but many of these products are manufactured by specialized potentiometer producers. This makes it important to separate actual manufacturers from brand owners, distributors, wiring kit suppliers, and retail channels when estimating the manufacturing-side market. Product innovation is mainly focused on longer rotational life, lower operating noise, sealed or semi-sealed structures, more stable shaft feel, tighter resistance tolerance, and customized audio taper curves rather than major changes in the basic product architecture.

The policy environment has an indirect but still relevant influence on the industry through electronic component material compliance, environmental requirements, trade tariffs, cross-border retail flows, and the regional relocation of musical instrument manufacturing. Downstream guitar production is not a high-growth market, but the large installed base of instruments, repair demand, player modification, boutique guitar building, and mid-to-high-end OEM supply continue to support stable consumption. The industry is expected to remain small, mature, and moderately profitable, with limited room for volume expansion but continued opportunities in high-durability, low-noise, custom-taper, and premium replacement products.

This report studies the global Guitar Potentiometers production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Guitar Potentiometers 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 Guitar Potentiometers that contribute to its increasing demand across many markets.

Highlights and key features of the study
Global Guitar Potentiometers total production and demand, 2021-2032, (K Units)

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Global Guitar Potentiometers total production value, 2021-2032, (USD Million)
Global Guitar Potentiometers production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)
Global Guitar Potentiometers consumption by region & country, CAGR, 2021-2032 & (K Units)
U.S. VS China: Guitar Potentiometers domestic production, consumption, key domestic manufacturers and share
Global Guitar Potentiometers production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)
Global Guitar Potentiometers production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)
Global Guitar Potentiometers production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Guitar Potentiometers market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Bourns, Inc., CTS Corporation, Noble Co., Ltd., Taiwan Alpha Electronic Co., Ltd., Song Huei Electric Co., Ltd., ALPS Alpine, Panasonic Industry, BI Technologies (TT Electronics), Piher Sensors & Controls, Vishay Spectrol, 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 Guitar Potentiometers market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (K Units) and average price (US$/Unit) by manufacturer, 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 Guitar Potentiometers Market, By Region:

United States

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China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Guitar Potentiometers Market, Segmentation by Type:

Standard Rotary Potentiometers

Push-pull Potentiometers

Push-push Potentiometers

Others

Global Guitar Potentiometers Market, Segmentation by Resistance Value:

250 k?

300 k?

500 k?

1 M?

Others

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Global Guitar Potentiometers Market, Segmentation by Taper Type:

Audio Taper

Linear Taper

Reverse Taper

Custom Taper

Others

Global Guitar Potentiometers Market, Segmentation by Application:

Musical Instrument Stores

Guitar Repair Shops

Music Training Institutions

Online Retail

Others

Companies Profiled:

Bourns, Inc.

CTS Corporation

Noble Co., Ltd.

Taiwan Alpha Electronic Co., Ltd.

Song Huei Electric Co., Ltd.

ALPS Alpine

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Panasonic Industry

BI Technologies (TT Electronics)

Piher Sensors & Controls

Vishay Spectrol

TE Connectivity (Alcoswitch lineage)

Tokai Rika

Honeywell Sensing

Lorlin Electronics

KEC Corporation

Key Questions Answered:
1. How big is the global Guitar Potentiometers market?
2. What is the demand of the global Guitar Potentiometers market?
3. What is the year over year growth of the global Guitar Potentiometers market?
4. What is the production and production value of the global Guitar Potentiometers market?
5. Who are the key producers in the global Guitar Potentiometers market?
6. What are the growth factors driving the market demand?

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Contents

1 SUPPLY SUMMARY

1.1 Guitar Potentiometers Introduction
1.2 World Guitar Potentiometers Supply & Forecast
  1.2.1 World Guitar Potentiometers Production Value (2021 & 2025 & 2032)
  1.2.2 World Guitar Potentiometers Production (2021-2032)
  1.2.3 World Guitar Potentiometers Pricing Trends (2021-2032)
1.3 World Guitar Potentiometers Production by Region (Based on Production Site)
  1.3.1 World Guitar Potentiometers Production Value by Region (2021-2032)
  1.3.2 World Guitar Potentiometers Production by Region (2021-2032)
  1.3.3 World Guitar Potentiometers Average Price by Region (2021-2032)
  1.3.4 North America Guitar Potentiometers Production (2021-2032)
  1.3.5 Japan Guitar Potentiometers Production (2021-2032)
  1.3.6 China Guitar Potentiometers Production (2021-2032)
1.4 Market Drivers, Restraints and Trends
  1.4.1 Guitar Potentiometers Market Drivers
  1.4.2 Factors Affecting Demand
  1.4.3 Guitar Potentiometers Major Market Trends

2 DEMAND SUMMARY

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

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

3.1 World Guitar Potentiometers Production Value by Manufacturer (2021-2026)
3.2 World Guitar Potentiometers Production by Manufacturer (2021-2026)

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3.3 World Guitar Potentiometers Average Price by Manufacturer (2021-2026)
3.4 Guitar Potentiometers Company Evaluation Quadrant
3.5 Industry Rank and Concentration Rate (CR)
3.5.1 Global Guitar Potentiometers Industry Rank of Major Manufacturers
3.5.2 Global Concentration Ratios (CR4) for Guitar Potentiometers in 2025
3.5.3 Global Concentration Ratios (CR8) for Guitar Potentiometers in 2025
3.6 Guitar Potentiometers Market: Overall Company Footprint Analysis
3.6.1 Guitar Potentiometers Market: Region Footprint
3.6.2 Guitar Potentiometers Market: Company Product Type Footprint
3.6.3 Guitar Potentiometers Market: Company Product Application Footprint
3.7 Competitive Environment
3.7.1 Historical Structure of the Industry
3.7.2 Barriers of Market Entry
3.7.3 Factors of Competition
3.8 New Entrant and Capacity Expansion Plans
3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

4.1 United States VS China: Guitar Potentiometers Production Value Comparison
4.1.1 United States VS China: Guitar Potentiometers Production Value Comparison (2021 & 2025 & 2032)
4.1.2 United States VS China: Guitar Potentiometers Production Value Market Share Comparison (2021 & 2025 & 2032)
4.2 United States VS China: Guitar Potentiometers Production Comparison
4.2.1 United States VS China: Guitar Potentiometers Production Comparison (2021 & 2025 & 2032)
4.2.2 United States VS China: Guitar Potentiometers Production Market Share Comparison (2021 & 2025 & 2032)
4.3 United States VS China: Guitar Potentiometers Consumption Comparison
4.3.1 United States VS China: Guitar Potentiometers Consumption Comparison (2021 & 2025 & 2032)
4.3.2 United States VS China: Guitar Potentiometers Consumption Market Share Comparison (2021 & 2025 & 2032)
4.4 United States Based Guitar Potentiometers Manufacturers and Market Share, 2021-2026
4.4.1 United States Based Guitar Potentiometers Manufacturers, Headquarters and Production Site (States, Country)
4.4.2 United States Based Manufacturers Guitar Potentiometers Production Value

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(2021-2026)
4.4.3 United States Based Manufacturers Guitar Potentiometers Production (2021-2026)
4.5 China Based Guitar Potentiometers Manufacturers and Market Share
4.5.1 China Based Guitar Potentiometers Manufacturers, Headquarters and Production Site (Province, Country)
4.5.2 China Based Manufacturers Guitar Potentiometers Production Value (2021-2026)
4.5.3 China Based Manufacturers Guitar Potentiometers Production (2021-2026)
4.6 Rest of World Based Guitar Potentiometers Manufacturers and Market Share, 2021-2026
4.6.1 Rest of World Based Guitar Potentiometers Manufacturers, Headquarters and Production Site (State, Country)
4.6.2 Rest of World Based Manufacturers Guitar Potentiometers Production Value (2021-2026)
4.6.3 Rest of World Based Manufacturers Guitar Potentiometers Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Guitar Potentiometers Market Size Overview by Type: 2021 VS 2025 VS 2032
5.2 Segment Introduction by Type
5.2.1 Standard Rotary Potentiometers
5.2.2 Push-pull Potentiometers
5.2.3 Push-push Potentiometers
5.2.4 Others
5.3 Market Segment by Type
5.3.1 World Guitar Potentiometers Production by Type (2021-2032)
5.3.2 World Guitar Potentiometers Production Value by Type (2021-2032)
5.3.3 World Guitar Potentiometers Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY RESISTANCE VALUE

6.1 World Guitar Potentiometers Market Size Overview by Resistance Value: 2021 VS 2025 VS 2032
6.2 Segment Introduction by Resistance Value
6.2.1 250 k?
6.2.2 300 k?

+357 96 030922
info@marketpublishers.com

6.2.3 500 k?
6.2.4 1 M?
6.2.5 Others
6.3 Market Segment by Resistance Value
6.3.1 World Guitar Potentiometers Production by Resistance Value (2021-2032)
6.3.2 World Guitar Potentiometers Production Value by Resistance Value (2021-2032)
6.3.3 World Guitar Potentiometers Average Price by Resistance Value (2021-2032)

7 MARKET ANALYSIS BY TAPER TYPE

7.1 World Guitar Potentiometers Market Size Overview by Taper Type: 2021 VS 2025 VS 2032
7.2 Segment Introduction by Taper Type
7.2.1 Audio Taper
7.2.2 Linear Taper
7.2.3 Reverse Taper
7.2.4 Custom Taper
7.2.5 Others
7.3 Market Segment by Taper Type
7.3.1 World Guitar Potentiometers Production by Taper Type (2021-2032)
7.3.2 World Guitar Potentiometers Production Value by Taper Type (2021-2032)
7.3.3 World Guitar Potentiometers Average Price by Taper Type (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Guitar Potentiometers Market Size Overview by Application: 2021 VS 2025 VS 2032
8.2 Segment Introduction by Application
8.2.1 Musical Instrument Stores
8.2.2 Guitar Repair Shops
8.2.3 Music Training Institutions
8.2.4 Online Retail
8.2.5 Others
8.3 Market Segment by Application
8.3.1 World Guitar Potentiometers Production by Application (2021-2032)
8.3.2 World Guitar Potentiometers Production Value by Application (2021-2032)
8.3.3 World Guitar Potentiometers Average Price by Application (2021-2032)

9 COMPANY PROFILES

+357 96 030922
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9.1 Bourns, Inc.
9.1.1 Bourns, Inc. Details
9.1.2 Bourns, Inc. Major Business
9.1.3 Bourns, Inc. Guitar Potentiometers Product and Services
9.1.4 Bourns, Inc. Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.1.5 Bourns, Inc. Recent Developments/Updates
9.1.6 Bourns, Inc. Competitive Strengths & Weaknesses
9.2 CTS Corporation
9.2.1 CTS Corporation Details
9.2.2 CTS Corporation Major Business
9.2.3 CTS Corporation Guitar Potentiometers Product and Services
9.2.4 CTS Corporation Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.2.5 CTS Corporation Recent Developments/Updates
9.2.6 CTS Corporation Competitive Strengths & Weaknesses
9.3 Noble Co., Ltd.
9.3.1 Noble Co., Ltd. Details
9.3.2 Noble Co., Ltd. Major Business
9.3.3 Noble Co., Ltd. Guitar Potentiometers Product and Services
9.3.4 Noble Co., Ltd. Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.3.5 Noble Co., Ltd. Recent Developments/Updates
9.3.6 Noble Co., Ltd. Competitive Strengths & Weaknesses
9.4 Taiwan Alpha Electronic Co., Ltd.
9.4.1 Taiwan Alpha Electronic Co., Ltd. Details
9.4.2 Taiwan Alpha Electronic Co., Ltd. Major Business
9.4.3 Taiwan Alpha Electronic Co., Ltd. Guitar Potentiometers Product and Services
9.4.4 Taiwan Alpha Electronic Co., Ltd. Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.4.5 Taiwan Alpha Electronic Co., Ltd. Recent Developments/Updates
9.4.6 Taiwan Alpha Electronic Co., Ltd. Competitive Strengths & Weaknesses
9.5 Song Huei Electric Co., Ltd.
9.5.1 Song Huei Electric Co., Ltd. Details
9.5.2 Song Huei Electric Co., Ltd. Major Business
9.5.3 Song Huei Electric Co., Ltd. Guitar Potentiometers Product and Services
9.5.4 Song Huei Electric Co., Ltd. Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)

+357 96 030922
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9.5.5 Song Huei Electric Co., Ltd. Recent Developments/Updates
9.5.6 Song Huei Electric Co., Ltd. Competitive Strengths & Weaknesses
9.6 ALPS Alpine
9.6.1 ALPS Alpine Details
9.6.2 ALPS Alpine Major Business
9.6.3 ALPS Alpine Guitar Potentiometers Product and Services
9.6.4 ALPS Alpine Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.6.5 ALPS Alpine Recent Developments/Updates
9.6.6 ALPS Alpine Competitive Strengths & Weaknesses
9.7 Panasonic Industry
9.7.1 Panasonic Industry Details
9.7.2 Panasonic Industry Major Business
9.7.3 Panasonic Industry Guitar Potentiometers Product and Services
9.7.4 Panasonic Industry Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.7.5 Panasonic Industry Recent Developments/Updates
9.7.6 Panasonic Industry Competitive Strengths & Weaknesses
9.8 BI Technologies (TT Electronics)
9.8.1 BI Technologies (TT Electronics) Details
9.8.2 BI Technologies (TT Electronics) Major Business
9.8.3 BI Technologies (TT Electronics) Guitar Potentiometers Product and Services
9.8.4 BI Technologies (TT Electronics) Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.8.5 BI Technologies (TT Electronics) Recent Developments/Updates
9.8.6 BI Technologies (TT Electronics) Competitive Strengths & Weaknesses
9.9 Piher Sensors & Controls
9.9.1 Piher Sensors & Controls Details
9.9.2 Piher Sensors & Controls Major Business
9.9.3 Piher Sensors & Controls Guitar Potentiometers Product and Services
9.9.4 Piher Sensors & Controls Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.9.5 Piher Sensors & Controls Recent Developments/Updates
9.9.6 Piher Sensors & Controls Competitive Strengths & Weaknesses
9.10 Vishay Spectrol
9.10.1 Vishay Spectrol Details
9.10.2 Vishay Spectrol Major Business
9.10.3 Vishay Spectrol Guitar Potentiometers Product and Services
9.10.4 Vishay Spectrol Guitar Potentiometers Production, Price, Value, Gross Margin

+357 96 030922
info@marketpublishers.com

and Market Share (2021-2026)
9.10.5 Vishay Spectrol Recent Developments/Updates
9.10.6 Vishay Spectrol Competitive Strengths & Weaknesses
9.11 TE Connectivity (Alcoswitch lineage)
9.11.1 TE Connectivity (Alcoswitch lineage) Details
9.11.2 TE Connectivity (Alcoswitch lineage) Major Business
9.11.3 TE Connectivity (Alcoswitch lineage) Guitar Potentiometers Product and Services
9.11.4 TE Connectivity (Alcoswitch lineage) Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.11.5 TE Connectivity (Alcoswitch lineage) Recent Developments/Updates
9.11.6 TE Connectivity (Alcoswitch lineage) Competitive Strengths & Weaknesses
9.12 Tokai Rika
9.12.1 Tokai Rika Details
9.12.2 Tokai Rika Major Business
9.12.3 Tokai Rika Guitar Potentiometers Product and Services
9.12.4 Tokai Rika Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.12.5 Tokai Rika Recent Developments/Updates
9.12.6 Tokai Rika Competitive Strengths & Weaknesses
9.13 Honeywell Sensing
9.13.1 Honeywell Sensing Details
9.13.2 Honeywell Sensing Major Business
9.13.3 Honeywell Sensing Guitar Potentiometers Product and Services
9.13.4 Honeywell Sensing Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.13.5 Honeywell Sensing Recent Developments/Updates
9.13.6 Honeywell Sensing Competitive Strengths & Weaknesses
9.14 Lorlin Electronics
9.14.1 Lorlin Electronics Details
9.14.2 Lorlin Electronics Major Business
9.14.3 Lorlin Electronics Guitar Potentiometers Product and Services
9.14.4 Lorlin Electronics Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.14.5 Lorlin Electronics Recent Developments/Updates
9.14.6 Lorlin Electronics Competitive Strengths & Weaknesses
9.15 KEC Corporation
9.15.1 KEC Corporation Details
9.15.2 KEC Corporation Major Business

+357 96 030922
info@marketpublishers.com

9.15.3 KEC Corporation Guitar Potentiometers Product and Services
9.15.4 KEC Corporation Guitar Potentiometers Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.15.5 KEC Corporation Recent Developments/Updates
9.15.6 KEC Corporation Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Guitar Potentiometers Industry Chain
10.2 Guitar Potentiometers Upstream Analysis
10.2.1 Guitar Potentiometers Core Raw Materials
10.2.2 Main Manufacturers of Guitar Potentiometers Core Raw Materials
10.3 Midstream Analysis
10.4 Downstream Analysis
10.5 Guitar Potentiometers Production Mode
10.6 Guitar Potentiometers Procurement Model
10.7 Guitar Potentiometers Industry Sales Model and Sales Channels
10.7.1 Guitar Potentiometers Sales Model
10.7.2 Guitar Potentiometers Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology
12.2 Research Process and Data Source
12.3 Disclaimer

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. World Guitar Potentiometers Production Value by Region (2021, 2025 and 2032) & (USD Million)
Table 2. World Guitar Potentiometers Production Value by Region (2021-2026) & (USD Million)
Table 3. World Guitar Potentiometers Production Value by Region (2027-2032) & (USD Million)
Table 4. World Guitar Potentiometers Production Value Market Share by Region (2021-2026)
Table 5. World Guitar Potentiometers Production Value Market Share by Region (2027-2032)
Table 6. World Guitar Potentiometers Production by Region (2021-2026) & (K Units)
Table 7. World Guitar Potentiometers Production by Region (2027-2032) & (K Units)
Table 8. World Guitar Potentiometers Production Market Share by Region (2021-2026)
Table 9. World Guitar Potentiometers Production Market Share by Region (2027-2032)
Table 10. World Guitar Potentiometers Average Price by Region (2021-2026) & (US$/Unit)
Table 11. World Guitar Potentiometers Average Price by Region (2027-2032) & (US$/Unit)
Table 12. Guitar Potentiometers Major Market Trends
Table 13. World Guitar Potentiometers Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)
Table 14. World Guitar Potentiometers Consumption by Region (2021-2026) & (K Units)
Table 15. World Guitar Potentiometers Consumption Forecast by Region (2027-2032) & (K Units)
Table 16. World Guitar Potentiometers Production Value by Manufacturer (2021-2026) & (USD Million)
Table 17. Production Value Market Share of Key Guitar Potentiometers Producers in 2025
Table 18. World Guitar Potentiometers Production by Manufacturer (2021-2026) & (K Units)
Table 19. Production Market Share of Key Guitar Potentiometers Producers in 2025
Table 20. World Guitar Potentiometers Average Price by Manufacturer (2021-2026) & (US$/Unit)
Table 21. Global Guitar Potentiometers Company Evaluation Quadrant
Table 22. World Guitar Potentiometers Industry Rank of Major Manufacturers, Based on

+357 96 030922
info@marketpublishers.com

Production Value in 2025
Table 23. Head Office and Guitar Potentiometers Production Site of Key Manufacturer
Table 24. Guitar Potentiometers Market: Company Product Type Footprint
Table 25. Guitar Potentiometers Market: Company Product Application Footprint
Table 26. Guitar Potentiometers Competitive Factors
Table 27. Guitar Potentiometers New Entrant and Capacity Expansion Plans
Table 28. Guitar Potentiometers Mergers & Acquisitions Activity
Table 29. United States VS China Guitar Potentiometers Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
Table 30. United States VS China Guitar Potentiometers Production Comparison, (2021 & 2025 & 2032) & (K Units)
Table 31. United States VS China Guitar Potentiometers Consumption Comparison, (2021 & 2025 & 2032) & (K Units)
Table 32. United States Based Guitar Potentiometers Manufacturers, Headquarters and Production Site (States, Country)
Table 33. United States Based Manufacturers Guitar Potentiometers Production Value, (2021-2026) & (USD Million)
Table 34. United States Based Manufacturers Guitar Potentiometers Production Value Market Share (2021-2026)
Table 35. United States Based Manufacturers Guitar Potentiometers Production (2021-2026) & (K Units)
Table 36. United States Based Manufacturers Guitar Potentiometers Production Market Share (2021-2026)
Table 37. China Based Guitar Potentiometers Manufacturers, Headquarters and Production Site (Province, Country)
Table 38. China Based Manufacturers Guitar Potentiometers Production Value, (2021-2026) & (USD Million)
Table 39. China Based Manufacturers Guitar Potentiometers Production Value Market Share (2021-2026)
Table 40. China Based Manufacturers Guitar Potentiometers Production, (2021-2026) & (K Units)
Table 41. China Based Manufacturers Guitar Potentiometers Production Market Share (2021-2026)
Table 42. Rest of World Based Guitar Potentiometers Manufacturers, Headquarters and Production Site (State, Country)
Table 43. Rest of World Based Manufacturers Guitar Potentiometers Production Value, (2021-2026) & (USD Million)
Table 44. Rest of World Based Manufacturers Guitar Potentiometers Production Value Market Share (2021-2026)

+357 96 030922
info@marketpublishers.com

Table 45. Rest of World Based Manufacturers Guitar Potentiometers Production, (2021-2026) & (K Units)
Table 46. Rest of World Based Manufacturers Guitar Potentiometers Production Market Share (2021-2026)
Table 47. World Guitar Potentiometers Production Value by Type, (USD Million), 2021 & 2025 & 2032
Table 48. World Guitar Potentiometers Production by Type (2021-2026) & (K Units)
Table 49. World Guitar Potentiometers Production by Type (2027-2032) & (K Units)
Table 50. World Guitar Potentiometers Production Value by Type (2021-2026) & (USD Million)
Table 51. World Guitar Potentiometers Production Value by Type (2027-2032) & (USD Million)
Table 52. World Guitar Potentiometers Average Price by Type (2021-2026) & (US$/Unit)
Table 53. World Guitar Potentiometers Average Price by Type (2027-2032) & (US$/Unit)
Table 54. World Guitar Potentiometers Production Value by Resistance Value, (USD Million), 2021 & 2025 & 2032
Table 55. World Guitar Potentiometers Production by Resistance Value (2021-2026) & (K Units)
Table 56. World Guitar Potentiometers Production by Resistance Value (2027-2032) & (K Units)
Table 57. World Guitar Potentiometers Production Value by Resistance Value (2021-2026) & (USD Million)
Table 58. World Guitar Potentiometers Production Value by Resistance Value (2027-2032) & (USD Million)
Table 59. World Guitar Potentiometers Average Price by Resistance Value (2021-2026) & (US$/Unit)
Table 60. World Guitar Potentiometers Average Price by Resistance Value (2027-2032) & (US$/Unit)
Table 61. World Guitar Potentiometers Production Value by Taper Type, (USD Million), 2021 & 2025 & 2032
Table 62. World Guitar Potentiometers Production by Taper Type (2021-2026) & (K Units)
Table 63. World Guitar Potentiometers Production by Taper Type (2027-2032) & (K Units)
Table 64. World Guitar Potentiometers Production Value by Taper Type (2021-2026) & (USD Million)
Table 65. World Guitar Potentiometers Production Value by Taper Type (2027-2032) &

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(USD Million)
Table 66. World Guitar Potentiometers Average Price by Taper Type (2021-2026) & (US$/Unit)
Table 67. World Guitar Potentiometers Average Price by Taper Type (2027-2032) & (US$/Unit)
Table 68. World Guitar Potentiometers Production Value by Application, (USD Million), 2021 & 2025 & 2032
Table 69. World Guitar Potentiometers Production by Application (2021-2026) & (K Units)
Table 70. World Guitar Potentiometers Production by Application (2027-2032) & (K Units)
Table 71. World Guitar Potentiometers Production Value by Application (2021-2026) & (USD Million)
Table 72. World Guitar Potentiometers Production Value by Application (2027-2032) & (USD Million)
Table 73. World Guitar Potentiometers Average Price by Application (2021-2026) & (US$/Unit)
Table 74. World Guitar Potentiometers Average Price by Application (2027-2032) & (US$/Unit)
Table 75. Bourns, Inc. Basic Information, Manufacturing Base and Competitors
Table 76. Bourns, Inc. Major Business
Table 77. Bourns, Inc. Guitar Potentiometers Product and Services
Table 78. Bourns, Inc. Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 79. Bourns, Inc. Recent Developments/Updates
Table 80. Bourns, Inc. Competitive Strengths & Weaknesses
Table 81. CTS Corporation Basic Information, Manufacturing Base and Competitors
Table 82. CTS Corporation Major Business
Table 83. CTS Corporation Guitar Potentiometers Product and Services
Table 84. CTS Corporation Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 85. CTS Corporation Recent Developments/Updates
Table 86. CTS Corporation Competitive Strengths & Weaknesses
Table 87. Noble Co., Ltd. Basic Information, Manufacturing Base and Competitors
Table 88. Noble Co., Ltd. Major Business
Table 89. Noble Co., Ltd. Guitar Potentiometers Product and Services
Table 90. Noble Co., Ltd. Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

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Table 91. Noble Co., Ltd. Recent Developments/Updates
Table 92. Noble Co., Ltd. Competitive Strengths & Weaknesses
Table 93. Taiwan Alpha Electronic Co., Ltd. Basic Information, Manufacturing Base and Competitors
Table 94. Taiwan Alpha Electronic Co., Ltd. Major Business
Table 95. Taiwan Alpha Electronic Co., Ltd. Guitar Potentiometers Product and Services
Table 96. Taiwan Alpha Electronic Co., Ltd. Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 97. Taiwan Alpha Electronic Co., Ltd. Recent Developments/Updates
Table 98. Taiwan Alpha Electronic Co., Ltd. Competitive Strengths & Weaknesses
Table 99. Song Huei Electric Co., Ltd. Basic Information, Manufacturing Base and Competitors
Table 100. Song Huei Electric Co., Ltd. Major Business
Table 101. Song Huei Electric Co., Ltd. Guitar Potentiometers Product and Services
Table 102. Song Huei Electric Co., Ltd. Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 103. Song Huei Electric Co., Ltd. Recent Developments/Updates
Table 104. Song Huei Electric Co., Ltd. Competitive Strengths & Weaknesses
Table 105. ALPS Alpine Basic Information, Manufacturing Base and Competitors
Table 106. ALPS Alpine Major Business
Table 107. ALPS Alpine Guitar Potentiometers Product and Services
Table 108. ALPS Alpine Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 109. ALPS Alpine Recent Developments/Updates
Table 110. ALPS Alpine Competitive Strengths & Weaknesses
Table 111. Panasonic Industry Basic Information, Manufacturing Base and Competitors
Table 112. Panasonic Industry Major Business
Table 113. Panasonic Industry Guitar Potentiometers Product and Services
Table 114. Panasonic Industry Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 115. Panasonic Industry Recent Developments/Updates
Table 116. Panasonic Industry Competitive Strengths & Weaknesses
Table 117. BI Technologies (TT Electronics) Basic Information, Manufacturing Base and Competitors
Table 118. BI Technologies (TT Electronics) Major Business

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Table 119. BI Technologies (TT Electronics) Guitar Potentiometers Product and Services
Table 120. BI Technologies (TT Electronics) Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 121. BI Technologies (TT Electronics) Recent Developments/Updates
Table 122. BI Technologies (TT Electronics) Competitive Strengths & Weaknesses
Table 123. Piher Sensors & Controls Basic Information, Manufacturing Base and Competitors
Table 124. Piher Sensors & Controls Major Business
Table 125. Piher Sensors & Controls Guitar Potentiometers Product and Services
Table 126. Piher Sensors & Controls Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 127. Piher Sensors & Controls Recent Developments/Updates
Table 128. Piher Sensors & Controls Competitive Strengths & Weaknesses
Table 129. Vishay Spectrol Basic Information, Manufacturing Base and Competitors
Table 130. Vishay Spectrol Major Business
Table 131. Vishay Spectrol Guitar Potentiometers Product and Services
Table 132. Vishay Spectrol Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 133. Vishay Spectrol Recent Developments/Updates
Table 134. Vishay Spectrol Competitive Strengths & Weaknesses
Table 135. TE Connectivity (Alcoswitch lineage) Basic Information, Manufacturing Base and Competitors
Table 136. TE Connectivity (Alcoswitch lineage) Major Business
Table 137. TE Connectivity (Alcoswitch lineage) Guitar Potentiometers Product and Services
Table 138. TE Connectivity (Alcoswitch lineage) Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 139. TE Connectivity (Alcoswitch lineage) Recent Developments/Updates
Table 140. TE Connectivity (Alcoswitch lineage) Competitive Strengths & Weaknesses
Table 141. Tokai Rika Basic Information, Manufacturing Base and Competitors
Table 142. Tokai Rika Major Business
Table 143. Tokai Rika Guitar Potentiometers Product and Services
Table 144. Tokai Rika Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

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Table 145. Tokai Rika Recent Developments/Updates
Table 146. Tokai Rika Competitive Strengths & Weaknesses
Table 147. Honeywell Sensing Basic Information, Manufacturing Base and Competitors
Table 148. Honeywell Sensing Major Business
Table 149. Honeywell Sensing Guitar Potentiometers Product and Services
Table 150. Honeywell Sensing Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 151. Honeywell Sensing Recent Developments/Updates
Table 152. Honeywell Sensing Competitive Strengths & Weaknesses
Table 153. Lorlin Electronics Basic Information, Manufacturing Base and Competitors
Table 154. Lorlin Electronics Major Business
Table 155. Lorlin Electronics Guitar Potentiometers Product and Services
Table 156. Lorlin Electronics Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 157. Lorlin Electronics Recent Developments/Updates
Table 158. Lorlin Electronics Competitive Strengths & Weaknesses
Table 159. KEC Corporation Basic Information, Manufacturing Base and Competitors
Table 160. KEC Corporation Major Business
Table 161. KEC Corporation Guitar Potentiometers Product and Services
Table 162. KEC Corporation Guitar Potentiometers Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 163. KEC Corporation Recent Developments/Updates
Table 164. KEC Corporation Competitive Strengths & Weaknesses
Table 165. Global Key Players of Guitar Potentiometers Upstream (Raw Materials)
Table 166. Global Guitar Potentiometers Typical Customers
Table 167. Guitar Potentiometers Typical Distributors

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List Of Figures

LIST OF FIGURES

Figure 1. Guitar Potentiometers Picture
Figure 2. World Guitar Potentiometers Production Value: 2021 & 2025 & 2032, (USD Million)
Figure 3. World Guitar Potentiometers Production Value and Forecast (2021-2032) & (USD Million)
Figure 4. World Guitar Potentiometers Production (2021-2032) & (K Units)
Figure 5. World Guitar Potentiometers Average Price (2021-2032) & (US$/Unit)
Figure 6. World Guitar Potentiometers Production Value Market Share by Region (2021-2032)
Figure 7. World Guitar Potentiometers Production Market Share by Region (2021-2032)
Figure 8. North America Guitar Potentiometers Production (2021-2032) & (K Units)
Figure 9. Japan Guitar Potentiometers Production (2021-2032) & (K Units)
Figure 10. China Guitar Potentiometers Production (2021-2032) & (K Units)
Figure 11. Guitar Potentiometers Market Drivers
Figure 12. Factors Affecting Demand
Figure 13. World Guitar Potentiometers Consumption (2021-2032) & (K Units)
Figure 14. World Guitar Potentiometers Consumption Market Share by Region (2021-2032)
Figure 15. United States Guitar Potentiometers Consumption (2021-2032) & (K Units)
Figure 16. China Guitar Potentiometers Consumption (2021-2032) & (K Units)
Figure 17. Europe Guitar Potentiometers Consumption (2021-2032) & (K Units)
Figure 18. Japan Guitar Potentiometers Consumption (2021-2032) & (K Units)
Figure 19. South Korea Guitar Potentiometers Consumption (2021-2032) & (K Units)
Figure 20. ASEAN Guitar Potentiometers Consumption (2021-2032) & (K Units)
Figure 21. India Guitar Potentiometers Consumption (2021-2032) & (K Units)
Figure 22. Producer Shipments of Guitar Potentiometers by Manufacturer Revenue ($MM) and Market Share (%): 2025
Figure 23. Global Four-firm Concentration Ratios (CR4) for Guitar Potentiometers Markets in 2025
Figure 24. Global Four-firm Concentration Ratios (CR8) for Guitar Potentiometers Markets in 2025
Figure 25. United States VS China: Guitar Potentiometers Production Value Market Share Comparison (2021 & 2025 & 2032)
Figure 26. United States VS China: Guitar Potentiometers Production Market Share Comparison (2021 & 2025 & 2032)

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Figure 27. United States VS China: Guitar Potentiometers Consumption Market Share Comparison (2021 & 2025 & 2032)
Figure 28. United States Based Manufacturers Guitar Potentiometers Production Market Share 2025
Figure 29. China Based Manufacturers Guitar Potentiometers Production Market Share 2025
Figure 30. Rest of World Based Manufacturers Guitar Potentiometers Production Market Share 2025
Figure 31. World Guitar Potentiometers Production Value by Type, (USD Million), 2021 & 2025 & 2032
Figure 32. World Guitar Potentiometers Production Value Market Share by Type in 2025
Figure 33. Standard Rotary Potentiometers
Figure 34. Push-pull Potentiometers
Figure 35. Push-push Potentiometers
Figure 36. Others
Figure 37. World Guitar Potentiometers Production Market Share by Type (2021-2032)
Figure 38. World Guitar Potentiometers Production Value Market Share by Type (2021-2032)
Figure 39. World Guitar Potentiometers Average Price by Type (2021-2032) & (US$/Unit)
Figure 40. World Guitar Potentiometers Production Value by Resistance Value, (USD Million), 2021 & 2025 & 2032
Figure 41. World Guitar Potentiometers Production Value Market Share by Resistance Value in 2025
Figure 42. 250 k?
Figure 43. 300 k?
Figure 44. 500 k?
Figure 45. 1 M?
Figure 46. Others
Figure 47. World Guitar Potentiometers Production Market Share by Resistance Value (2021-2032)
Figure 48. World Guitar Potentiometers Production Value Market Share by Resistance Value (2021-2032)
Figure 49. World Guitar Potentiometers Average Price by Resistance Value (2021-2032) & (US$/Unit)
Figure 50. World Guitar Potentiometers Production Value by Taper Type, (USD Million), 2021 & 2025 & 2032
Figure 51. World Guitar Potentiometers Production Value Market Share by Taper Type in 2025

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Figure 52. Audio Taper
Figure 53. Linear Taper
Figure 54. Reverse Taper
Figure 55. Custom Taper
Figure 56. Others
Figure 57. World Guitar Potentiometers Production Market Share by Taper Type (2021-2032)
Figure 58. World Guitar Potentiometers Production Value Market Share by Taper Type (2021-2032)
Figure 59. World Guitar Potentiometers Average Price by Taper Type (2021-2032) & (US$/Unit)
Figure 60. World Guitar Potentiometers Production Value by Application, (USD Million), 2021 & 2025 & 2032
Figure 61. World Guitar Potentiometers Production Value Market Share by Application in 2025
Figure 62. Musical Instrument Stores
Figure 63. Guitar Repair Shops
Figure 64. Music Training Institutions
Figure 65. Online Retail
Figure 66. Others
Figure 67. World Guitar Potentiometers Production Market Share by Application (2021-2032)
Figure 68. World Guitar Potentiometers Production Value Market Share by Application (2021-2032)
Figure 69. World Guitar Potentiometers Average Price by Application (2021-2032) & (US$/Unit)
Figure 70. Guitar Potentiometers Industry Chain
Figure 71. Guitar Potentiometers Procurement Model
Figure 72. Guitar Potentiometers Sales Model
Figure 73. Guitar Potentiometers Sales Channels, Direct Sales, and Distribution
Figure 74. Methodology
Figure 75. Research Process and Data Source

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