

Global In-store Music Service 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 In-store Music Service market size was valued at USD 1788.3 million in 2023 and is forecast to a readjusted size of USD 2677.2 million by 2030 with a CAGR of 5.9% during review period.

All the music played by the business site through professional technical equipment is collectively referred to as 'background music'. In the shopping environment, store music is an important factor affecting consumers' shopping experience. The compound annual growth rate from 2019 to 2025 is 6%, according to QYR analyst market research. The increase in the use of background music in travel and retail stores was one of the major growth factors for the global market. Using background music in these places can reduce the boredom of visitors and improve their overall experience. Regionally, North America and Europe are relatively mature markets that are dominating market development. In 2018, the north American background music market grew at a compound annual rate of 6% over the last five years. The overall European market for background music is growing at a compound annual rate of 7 per cent. The asia-pacific region will be the fastest growing market for some time to come, especially for the fast-growing markets of Japan, China and India. Mood Media, SiriusXM for Business, Usen Corporation, TouchTunes, PlayNetwork, Pandora for Business are the leading providers of in-store music services in the global market. The nature of the service determines the existence of many small suppliers in the market. The global background music market is highly competitive and fragmented. Providers compete on pricing, size and type of music library, copyright, and so on to maintain market position. In order to expand their influence and market share, suppliers must not only develop new ideas and technologies, but also keep abreast of emerging technologies and current music trends that may affect their services in order to remain competitive in the market. Based on end

users, the market is divided into retail stores, cafes and restaurants, leisure and hotels, public organizations, etc. In 2018, leisure and hospitality accounted for the largest market share with 30%, with retail stores and cafes and restaurants also playing an important role in the in-store BG music service market. Based on the solution, the market is divided into music streaming media services and AV system equipment. Music Streaming Service occupied the largest market share in 2018, with a market share of more than 85%. The availability of advanced music mixing systems is one of the latest trends that will gain momentum in the background music market over the next few years. Most major in-store music service providers have established sales networks. These have been keen to expand their sales of background music through their licensed distributors or their partners. In order to achieve better sales business, background music providers usually invest in their marketing channels every year.

Global In-store Music Service key players include Mood Media, SiriusXM for Business, Usen Corporation, etc. Global top three manufacturers hold a share about 30%.

North America is the largest market, with a share over 40%, followed by Europe, and Asia Pacific, both have a share about 50 percent.

In terms of product, Streaming Media Service is the largest segment, with a share over 85%. And in terms of application, the largest application is Leisure Places and Hotels, followed by Retail Stores, Cafes and Restaurants, Public Institutions, etc.

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

Regionally, the report analyzes the In-store Music Service 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 In-store Music Service market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the In-store Music Service 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 In-store Music Service 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., Streaming Media Service, Audio 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 In-store Music Service market.

Regional Analysis: The report involves examining the In-store Music Service 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 In-store Music Service market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to In-store Music Service:

Company Analysis: Report covers individual In-store Music Service 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 In-store Music Service This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail Stores, Cafes and Restaurants).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the In-store Music Service 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

In-store Music Service 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

Streaming Media Service

Audio Equipment

Market segment by Application

Retail Stores

Cafes and Restaurants

Leisure Places and Hotels

Public Institutions

Others

Market segment by players, this report covers

Mood Media

PlayNetwork

TouchTunes

Usen Corporation

SiriusXM for Business

Pandora for Business

Almotech

Imagesound

NSM Music.

CSI Music

Easy on Hold

Sunflower Music

Soundjack

Xenon Music Media

Soundtrack Your Brand

Jamendo Listening

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 In-store Music Service product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the In-store Music Service 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 In-store Music Service 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 In-store Music Service.

Chapter 13, to describe In-store Music Service research findings and conclusion.

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