

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Piano (Pianoforte) Market 2018, Forecast to 2023

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Abstracts

Pianoforte is a musical instrument in which felt-covered hammers, operated from a keyboard, strike the metal strings. It is commonly used for solo performances, ensemble, accompaniment and other performances, and it is very convenient for composing and rehearsing music.

SCOPE OF THE REPORT:

This report focuses on the Piano (Pianoforte) in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

In global market, the sales of Pianoforte increase from 548579 Units in 2012 to 668062 Units in 2016, at a CAGR of 5.05%. In 2016, the global Pianoforte market is led by China, capturing about 72.29% of global Pianoforte consumption. Japna is the second-largest region-wise market with 8.60% global consumption share.

At present, the major manufacturers of Pianoforte are Yamaha Pianos, KAWAI, Samick, Youngchang, Guangzhou Pearl River Piano Group, Hailun Pianos, Xinghai Piano Group, Goodway, etc. Guangzhou Pearl River Piano Group is the world leader, holding 26.11 % sales market share in 2016.

In application, Pianoforte downstream is wide and recently Pianoforte has acquired increasing significance in various fields of performance, learning and teaching, entertainment and others. Globally, the Pianoforte market is mainly driven by growing demand for learning and teaching which accounts for nearly 44.72% of total downstream consumption of Pianoforte in global.

In type, Pianoforte can be divided into grand piano and upright piano. Upright piano holds most of Pianoforte sales. In 2016, the Upright piano Sales was 558975 Units and

the Market Share (%) was 83.67%, and it will be 687615 Units and 85.54% in 2023, with a CAGR 3.00% from 2016 to 2023.

In the future, global market is expected to witness steady growth on account of rising applications, so in the next few years, Pianoforte consumption will show a trend of steady growth. In 2023 the consumption of Pianoforte is estimated to be 803825 Units. On product prices, the slow downward trend in recent years will maintain in the future.

The worldwide market for Piano (Pianoforte) is expected to grow at a CAGR of roughly 2.0% over the next five years, will reach 2410 million US\$ in 2023, from 2180 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Yamaha Pianos

KAWAI

Samick

Youngchang

Steinborgh

Steinway

Bechstein

Mason & Hamlin

AUGUST FOERSTER

Fazioli

Guangzhou Pearl River Piano Group

Hailun Pianos

Xinghai Piano Group

Goodway

DUKE Piano

Shanghai Mendelssohn Piano

Nanjing Schumann Piano

Harmony Piano

Artfield Piano

Shanghai Piano

J-Sder Piano

Kingsburg Piano

Huapu Piano

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Grand piano

Upright piano

Market Segment by Applications, can be divided into

Performance

Learning and teaching

Entertainment

There are 15 Chapters to deeply display the global Piano (Pianoforte) market.

Chapter 1, to describe Piano (Pianoforte) Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Piano (Pianoforte), with sales, revenue, and price of Piano (Pianoforte), in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Piano (Pianoforte), for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Piano (Pianoforte) market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Piano (Pianoforte) sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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