

Global Outdoor-Specific Bluetooth Speaker Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Outdoor-Specific Bluetooth Speaker market size was valued at US\$ 1055 million in 2025 and is forecast to a readjusted size of US\$ 1437 million by 2032 with a CAGR of 4.1% during review period.

In 2025, the global production of outdoor Bluetooth speakers reached 20.5032 million units, with an average selling price of \$50 per unit. The global annual production capacity of outdoor Bluetooth speakers is approximately 30 million units, with a gross profit margin of approximately 25.2%. Outdoor Bluetooth speakers are portable audio devices specifically designed for outdoor environments. They wirelessly connect to mobile phones, tablets, and other electronic devices via Bluetooth technology to enable music playback, calls, and other functions. These speakers typically feature waterproof, dustproof, and shockproof protection to adapt to complex outdoor environments, while built-in batteries provide extended battery life for use in situations without power. Their sound quality design caters to the needs of open outdoor spaces, providing clear and full sound effects to meet the music companionship needs of outdoor activities such as camping, hiking, and parties. The upstream of the outdoor Bluetooth speaker industry chain includes speaker units, transmission units, Bluetooth modules, and RF transistors; the midstream consists of outdoor Bluetooth speaker manufacturers; and the downstream mainly comprises industries such as outdoor sports, tourism, and education and training.

This report is a detailed and comprehensive analysis for global Outdoor-Specific Bluetooth Speaker market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is

constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Outdoor-Specific Bluetooth Speaker market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Outdoor-Specific Bluetooth Speaker market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Outdoor-Specific Bluetooth Speaker market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Outdoor-Specific Bluetooth Speaker market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Outdoor-Specific Bluetooth Speaker
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Outdoor-Specific Bluetooth Speaker market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include LG Electronics, Bose, Marshall, JBL, Anker, Bang & Olufsen, Tivoli Audio, SONY, SONOS, LIBRATONE, etc.

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

Market Segmentation

Outdoor-Specific Bluetooth Speaker market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Ultralight Portable

Regular Portable

Large Capacity Portable

Market segment by Protection Performance

Basic Waterproof

Deep Waterproof

Others

Market segment by Sound Quality

Basic

Balanced

High Fidelity

Market segment by Application

Outdoor Sports

Tourism

Education and Training

Marketing

Emergency Rescue

Others

Major players covered

LG Electronics

Bose

Marshall

JBL

Anker

Bang & Olufsen

Tivoli Audio

SONY

SONOS

LIBRATONE

PHILIPS

Soaiy

HUAWEI

Beoplay

EDIFIER

Huizhou Jiemeisi Technology

1000shores

XIAO MI

MICROLAB

Radio1964

SEE ME HERE

Shenzhen Mercury Innovations Science & Technology

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

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

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Outdoor-Specific Bluetooth Speaker product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Outdoor-Specific Bluetooth Speaker, with price, sales quantity, revenue, and global market share of Outdoor-Specific Bluetooth Speaker from 2021 to 2026.

Chapter 3, the Outdoor-Specific Bluetooth Speaker competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Outdoor-Specific Bluetooth Speaker breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Outdoor-Specific Bluetooth Speaker market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Outdoor-Specific Bluetooth Speaker.

Chapter 14 and 15, to describe Outdoor-Specific Bluetooth Speaker sales channel, distributors, customers, research findings and conclusion.

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