

# Global Outdoor-Specific Bluetooth Speaker Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Outdoor-Specific Bluetooth Speaker market size is expected to reach \$ 1437 million by 2032, rising at a market growth of 4.1% CAGR during the forecast period (2026-2032).

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 studies the global Outdoor-Specific Bluetooth Speaker production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Outdoor-Specific Bluetooth Speaker 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 Outdoor-Specific Bluetooth Speaker that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Outdoor-Specific Bluetooth Speaker total production and demand, 2021-2032, (K Units)

Global Outdoor-Specific Bluetooth Speaker total production value, 2021-2032, (USD Million)

Global Outdoor-Specific Bluetooth Speaker production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Outdoor-Specific Bluetooth Speaker consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Outdoor-Specific Bluetooth Speaker domestic production, consumption, key domestic manufacturers and share

Global Outdoor-Specific Bluetooth Speaker production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Outdoor-Specific Bluetooth Speaker production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Outdoor-Specific Bluetooth Speaker production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Outdoor-Specific Bluetooth Speaker 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Outdoor-Specific Bluetooth Speaker 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 Outdoor-Specific Bluetooth Speaker Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Outdoor-Specific Bluetooth Speaker Market, Segmentation by Type:

Ultralight Portable

Regular Portable

Large Capacity Portable

#### Global Outdoor-Specific Bluetooth Speaker Market, Segmentation by Protection Performance:

Basic Waterproof

Deep Waterproof

Others

## Global Outdoor-Specific Bluetooth Speaker Market, Segmentation by Sound Quality:

Basic

Balanced

High Fidelity

## Global Outdoor-Specific Bluetooth Speaker Market, Segmentation by Application:

Outdoor Sports

Tourism

Education and Training

Marketing

Emergency Rescue

Others

## Companies Profiled:

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

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Shenzhen Mercury Innovations Science & Technology

### **Key Questions Answered:**

1. How big is the global Outdoor-Specific Bluetooth Speaker market?
2. What is the demand of the global Outdoor-Specific Bluetooth Speaker market?
3. What is the year over year growth of the global Outdoor-Specific Bluetooth Speaker market?

4. What is the production and production value of the global Outdoor-Specific Bluetooth Speaker market?
5. Who are the key producers in the global Outdoor-Specific Bluetooth Speaker market?
6. What are the growth factors driving the market demand?

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