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Global Portable FM/AM Radio 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 Portable FM/AM Radio market size was valued at US$ 386 million in 2025 and is forecast to a readjusted size of US$ 442 million by 2032 with a CAGR of 2.0% during review period.

A portable FM/AM radio is a compact, lightweight electronic device designed for receiving over-the-air radio broadcasts while on the go. It operates across two primary broadcasting bands: Amplitude Modulation (AM), which is ideal for long-distance reception due to its ability to bounce off the ionosphere, and Frequency Modulation (FM), which offers superior sound clarity and stereo quality for local stations. These devices are typically powered by batteries (disposable or rechargeable) and feature essential components such as a telescopic antenna, built-in speakers, and a headphone jack. Renowned for their reliability, portable radios serve as vital tools for emergency communications, outdoor adventures, and personal entertainment without the need for an internet connection.

Traditional radios, which exist as home appliances, have grown slowly overall and have entered the industrial sunset. Traditional radio R & D and manufacturing major manufacturers, such as Grundig, Panda and other manufacturers have already used the advantages of the original brand to expand new product areas, and even fully transformed to try to regain vitality. Nowadays, the main force that promotes the progress of the radio industry is small and medium-sized, professional radio manufacturers, such as Tecsun, Sangean, and core technology such as dedicated chips behind them.

In 2025, the global production of portable FM/AM radios reached 15 million units, with a

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unit price of $25 per unit and a gross profit margin of 30%.

Report Scope

This report is a detailed and comprehensive analysis for global Portable FM/AM Radio market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by End Users. 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 Portable FM/AM Radio market size and forecasts, in consumption value ($ Million), sales quantity (Units), and average selling prices (US$/Unit), 2021-2032

Global Portable FM/AM Radio market size and forecasts by region and country, in consumption value ($ Million), sales quantity (Units), and average selling prices (US$/Unit), 2021-2032

Global Portable FM/AM Radio market size and forecasts, by Type and by End Users, in consumption value ($ Million), sales quantity (Units), and average selling prices (US$/Unit), 2021-2032

Global Portable FM/AM Radio market shares of main players, shipments in revenue ($ Million), sales quantity (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 Portable FM/AM Radio

To forecast future growth in each product and end-use market

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To assess competitive factors affecting the marketplace

This report profiles key players in the global Portable FM/AM Radio 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 Sangean, Sony, Panasonic, Muzen Audio, ANJAN, Tecsun, PHILIPS, GOLDYIP, Degen, PANDA, etc.

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

Portable FM/AM Radio market is split by Type and by End Users. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by End Users in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market Segmentation

Market segment by Type

Analog

Digital/DSP

Market segment by Function

Basic Radio

Bluetooth Radio

Solar Powered Radio

Others

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Market segment by End Users

Commercial Use

Home Use

Major players covered

Sangean

Sony

Panasonic

Muzen Audio

ANJAN

Tecsun

PHILIPS

GOLDYIP

Degen

PANDA

Kaito

Insignia

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

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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)

Chapter Outline

Chapter 1, to describe Portable FM/AM Radio product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Portable FM/AM Radio, with price, sales quantity, revenue, and global market share of Portable FM/AM Radio from 2021 to 2026.

Chapter 3, the Portable FM/AM Radio competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Portable FM/AM Radio 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 End Users, with sales market share and growth rate by Type, by End Users, 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 Portable FM/AM Radio market forecast, by regions, by Type, and by End Users, 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 Portable

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FM/AM Radio.

Chapter 14 and 15, to describe Portable FM/AM Radio sales channel, distributors, customers, research findings and conclusion.

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