

Global Portable Smart Speaker Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Portable Smart Speaker market size is expected to reach \$ 3124 million by 2032, rising at a market growth of 11.0% CAGR during the forecast period (2026-2032).

Portable Smart Speakers are compact, battery-powered wireless audio devices that integrate voice assistant technology with Bluetooth and/or Wi-Fi connectivity, enabling hands-free control, music streaming, and smart home device management while being designed for mobility and outdoor use. The upstream segment includes raw material suppliers of lithium-ion batteries, audio drivers, Bluetooth/Wi-Fi chips, MEMS microphones, processors, voice recognition modules, casings (plastic, metal, fabric), and packaging materials. The midstream segment encompasses product design, component sourcing, PCB assembly, speaker driver integration, software/firmware development, quality testing, and final assembly performed by OEMs and ODMs. The downstream segment comprises distribution channels including e-commerce platforms, electronics retailers, brand flagship stores, and telecom carriers, serving end-users in residential households, outdoor activities, travel, and commercial settings (hotels, retail stores). The global average selling price for portable smart speakers is approximately US\$46.00 per unit, with annual sales volume reaching 31,522k units in 2025. The industry maintains gross margins between 20% and 30%, reflecting intense competition and the balance between hardware costs and software/service monetization.

The global portable smart speaker market is experiencing steady growth driven by the convergence of three key trends: the increasing adoption of voice-controlled smart home ecosystems, rising consumer demand for outdoor and on-the-go audio entertainment, and continuous advancements in battery life and audio quality. Within this broader landscape, portable smart speakers represent a significant and fast-growing sub-segment, as consumers seek the flexibility to move their smart audio

experience between rooms and outdoor environments without compromising on functionality.

A notable trend reshaping the market is the integration of generative artificial intelligence capabilities into voice assistants. Next-generation smart speakers are being enhanced with large language models, enabling more natural conversations, contextual understanding, and proactive assistance. This 'AI-powered' evolution is expected to drive replacement demand and attract new users who previously found voice assistants limited in utility. The shift toward more intelligent and conversational voice interfaces is becoming a key differentiator in product design and user experience.

Another significant development is the regional divergence in market performance. While mature markets continue to show robust demand for premium portable smart speakers with advanced features, certain regions have experienced market softening as consumers express criticism over weak voice interaction capabilities and limited artificial intelligence utility. This divergence highlights the growing importance of localized content, language model optimization, and culturally relevant voice assistant performance to drive adoption across different markets.

This report studies the global Portable Smart Speaker production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Portable Smart Speaker total production and demand, 2021-2032, (K Units)

Global Portable Smart Speaker total production value, 2021-2032, (USD Million)

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

Global Portable Smart Speaker consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Portable Smart Speaker domestic production, consumption, key domestic manufacturers and share

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

Global Portable Smart Speaker production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Portable Smart Speaker production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Portable Smart 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 Amazon.com, Inc., Google LLC, Apple Inc., Sonos, Inc., Bose Corporation, JBL (HARMAN International), Ultimate Ears (Logitech), Bang & Olufsen A/S, Marshall Group AB, Sony Group Corporation, 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 Portable Smart 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 Portable Smart Speaker Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Portable Smart Speaker Market, Segmentation by Type:

With Displays

Without Displays

Global Portable Smart Speaker Market, Segmentation by Connectivity Type:

Bluetooth Only

Wi-Fi + Bluetooth

Cellular-Enabled

Global Portable Smart Speaker Market, Segmentation by Price Tier:

Entry-Level (
Mid-Range (US\$50-150)

Premium (> US\$150)

Global Portable Smart Speaker Market, Segmentation by Application:

Online

Offline

Companies Profiled:

Amazon.com, Inc.

Google LLC

Apple Inc.

Sonos, Inc.

Bose Corporation

JBL (HARMAN International)

Ultimate Ears (Logitech)

Bang & Olufsen A/S

Marshall Group AB

Sony Group Corporation

Panasonic Holdings Corporation

Samsung Electronics Co., Ltd.

LG Electronics Inc.

Alibaba Group Holding Ltd. (Tmall Genie)

Baidu, Inc. (XiaoDu)

Xiaomi Corporation

Huawei Technologies Co., Ltd.

Beijing Lingyi IoT Technology Co., Ltd. (Edifier)

Key Questions Answered:

1. How big is the global Portable Smart Speaker market?

2. What is the demand of the global Portable Smart Speaker market?
3. What is the year over year growth of the global Portable Smart Speaker market?
4. What is the production and production value of the global Portable Smart Speaker market?
5. Who are the key producers in the global Portable Smart Speaker market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Portable Smart Speaker Introduction
- 1.2 World Portable Smart Speaker Supply & Forecast
 - 1.2.1 World Portable Smart Speaker Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Portable Smart Speaker Production (2021-2032)
 - 1.2.3 World Portable Smart Speaker Pricing Trends (2021-2032)
- 1.3 World Portable Smart Speaker Production by Region (Based on Production Site)
 - 1.3.1 World Portable Smart Speaker Production Value by Region (2021-2032)
 - 1.3.2 World Portable Smart Speaker Production by Region (2021-2032)
 - 1.3.3 World Portable Smart Speaker Average Price by Region (2021-2032)
 - 1.3.4 North America Portable Smart Speaker Production (2021-2032)
 - 1.3.5 Europe Portable Smart Speaker Production (2021-2032)
 - 1.3.6 China Portable Smart Speaker Production (2021-2032)
 - 1.3.7 Japan Portable Smart Speaker Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Portable Smart Speaker Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Portable Smart Speaker Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Portable Smart Speaker Demand (2021-2032)
- 2.2 World Portable Smart Speaker Consumption by Region
 - 2.2.1 World Portable Smart Speaker Consumption by Region (2021-2026)
 - 2.2.2 World Portable Smart Speaker Consumption Forecast by Region (2027-2032)
- 2.3 United States Portable Smart Speaker Consumption (2021-2032)
- 2.4 China Portable Smart Speaker Consumption (2021-2032)
- 2.5 Europe Portable Smart Speaker Consumption (2021-2032)
- 2.6 Japan Portable Smart Speaker Consumption (2021-2032)
- 2.7 South Korea Portable Smart Speaker Consumption (2021-2032)
- 2.8 ASEAN Portable Smart Speaker Consumption (2021-2032)
- 2.9 India Portable Smart Speaker Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Portable Smart Speaker Production Value by Manufacturer (2021-2026)

- 3.2 World Portable Smart Speaker Production by Manufacturer (2021-2026)
- 3.3 World Portable Smart Speaker Average Price by Manufacturer (2021-2026)
- 3.4 Portable Smart Speaker Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Portable Smart Speaker Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Portable Smart Speaker in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Portable Smart Speaker in 2025
- 3.6 Portable Smart Speaker Market: Overall Company Footprint Analysis
 - 3.6.1 Portable Smart Speaker Market: Region Footprint
 - 3.6.2 Portable Smart Speaker Market: Company Product Type Footprint
 - 3.6.3 Portable Smart Speaker Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Portable Smart Speaker Production Value Comparison
 - 4.1.1 United States VS China: Portable Smart Speaker Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Portable Smart Speaker Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Portable Smart Speaker Production Comparison
 - 4.2.1 United States VS China: Portable Smart Speaker Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Portable Smart Speaker Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Portable Smart Speaker Consumption Comparison
 - 4.3.1 United States VS China: Portable Smart Speaker Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Portable Smart Speaker Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Portable Smart Speaker Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Portable Smart Speaker Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Portable Smart Speaker Production Value (2021-2026)

4.4.3 United States Based Manufacturers Portable Smart Speaker Production (2021-2026)

4.5 China Based Portable Smart Speaker Manufacturers and Market Share

4.5.1 China Based Portable Smart Speaker Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Portable Smart Speaker Production Value (2021-2026)

4.5.3 China Based Manufacturers Portable Smart Speaker Production (2021-2026)

4.6 Rest of World Based Portable Smart Speaker Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Portable Smart Speaker Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Portable Smart Speaker Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Portable Smart Speaker Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Portable Smart Speaker Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 With Displays

5.2.2 Without Displays

5.3 Market Segment by Type

5.3.1 World Portable Smart Speaker Production by Type (2021-2032)

5.3.2 World Portable Smart Speaker Production Value by Type (2021-2032)

5.3.3 World Portable Smart Speaker Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY CONNECTIVITY TYPE

6.1 World Portable Smart Speaker Market Size Overview by Connectivity Type: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Connectivity Type

6.2.1 Bluetooth Only

6.2.2 Wi-Fi + Bluetooth

6.2.3 Cellular-Enabled

6.3 Market Segment by Connectivity Type

6.3.1 World Portable Smart Speaker Production by Connectivity Type (2021-2032)

6.3.2 World Portable Smart Speaker Production Value by Connectivity Type (2021-2032)

6.3.3 World Portable Smart Speaker Average Price by Connectivity Type (2021-2032)

7 MARKET ANALYSIS BY PRICE TIER

7.1 World Portable Smart Speaker Market Size Overview by Price Tier: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Price Tier

7.2.1 Entry-Level (7.2.2 Mid-Range (US\$50-150)

7.2.3 Premium (> US\$150)

7.3 Market Segment by Price Tier

7.3.1 World Portable Smart Speaker Production by Price Tier (2021-2032)

7.3.2 World Portable Smart Speaker Production Value by Price Tier (2021-2032)

7.3.3 World Portable Smart Speaker Average Price by Price Tier (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Portable Smart Speaker Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Online

8.2.2 Offline

8.3 Market Segment by Application

8.3.1 World Portable Smart Speaker Production by Application (2021-2032)

8.3.2 World Portable Smart Speaker Production Value by Application (2021-2032)

8.3.3 World Portable Smart Speaker Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Amazon.com, Inc.

9.1.1 Amazon.com, Inc. Details

9.1.2 Amazon.com, Inc. Major Business

9.1.3 Amazon.com, Inc. Portable Smart Speaker Product and Services

9.1.4 Amazon.com, Inc. Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Amazon.com, Inc. Recent Developments/Updates

- 9.1.6 Amazon.com, Inc. Competitive Strengths & Weaknesses
- 9.2 Google LLC
 - 9.2.1 Google LLC Details
 - 9.2.2 Google LLC Major Business
 - 9.2.3 Google LLC Portable Smart Speaker Product and Services
 - 9.2.4 Google LLC Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.2.5 Google LLC Recent Developments/Updates
 - 9.2.6 Google LLC Competitive Strengths & Weaknesses
- 9.3 Apple Inc.
 - 9.3.1 Apple Inc. Details
 - 9.3.2 Apple Inc. Major Business
 - 9.3.3 Apple Inc. Portable Smart Speaker Product and Services
 - 9.3.4 Apple Inc. Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.3.5 Apple Inc. Recent Developments/Updates
 - 9.3.6 Apple Inc. Competitive Strengths & Weaknesses
- 9.4 Sonos, Inc.
 - 9.4.1 Sonos, Inc. Details
 - 9.4.2 Sonos, Inc. Major Business
 - 9.4.3 Sonos, Inc. Portable Smart Speaker Product and Services
 - 9.4.4 Sonos, Inc. Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Sonos, Inc. Recent Developments/Updates
 - 9.4.6 Sonos, Inc. Competitive Strengths & Weaknesses
- 9.5 Bose Corporation
 - 9.5.1 Bose Corporation Details
 - 9.5.2 Bose Corporation Major Business
 - 9.5.3 Bose Corporation Portable Smart Speaker Product and Services
 - 9.5.4 Bose Corporation Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Bose Corporation Recent Developments/Updates
 - 9.5.6 Bose Corporation Competitive Strengths & Weaknesses
- 9.6 JBL (HARMAN International)
 - 9.6.1 JBL (HARMAN International) Details
 - 9.6.2 JBL (HARMAN International) Major Business
 - 9.6.3 JBL (HARMAN International) Portable Smart Speaker Product and Services
 - 9.6.4 JBL (HARMAN International) Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.6.5 JBL (HARMAN International) Recent Developments/Updates
- 9.6.6 JBL (HARMAN International) Competitive Strengths & Weaknesses
- 9.7 Ultimate Ears (Logitech)
 - 9.7.1 Ultimate Ears (Logitech) Details
 - 9.7.2 Ultimate Ears (Logitech) Major Business
 - 9.7.3 Ultimate Ears (Logitech) Portable Smart Speaker Product and Services
 - 9.7.4 Ultimate Ears (Logitech) Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Ultimate Ears (Logitech) Recent Developments/Updates
 - 9.7.6 Ultimate Ears (Logitech) Competitive Strengths & Weaknesses
- 9.8 Bang & Olufsen A/S
 - 9.8.1 Bang & Olufsen A/S Details
 - 9.8.2 Bang & Olufsen A/S Major Business
 - 9.8.3 Bang & Olufsen A/S Portable Smart Speaker Product and Services
 - 9.8.4 Bang & Olufsen A/S Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Bang & Olufsen A/S Recent Developments/Updates
 - 9.8.6 Bang & Olufsen A/S Competitive Strengths & Weaknesses
- 9.9 Marshall Group AB
 - 9.9.1 Marshall Group AB Details
 - 9.9.2 Marshall Group AB Major Business
 - 9.9.3 Marshall Group AB Portable Smart Speaker Product and Services
 - 9.9.4 Marshall Group AB Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Marshall Group AB Recent Developments/Updates
 - 9.9.6 Marshall Group AB Competitive Strengths & Weaknesses
- 9.10 Sony Group Corporation
 - 9.10.1 Sony Group Corporation Details
 - 9.10.2 Sony Group Corporation Major Business
 - 9.10.3 Sony Group Corporation Portable Smart Speaker Product and Services
 - 9.10.4 Sony Group Corporation Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Sony Group Corporation Recent Developments/Updates
 - 9.10.6 Sony Group Corporation Competitive Strengths & Weaknesses
- 9.11 Panasonic Holdings Corporation
 - 9.11.1 Panasonic Holdings Corporation Details
 - 9.11.2 Panasonic Holdings Corporation Major Business
 - 9.11.3 Panasonic Holdings Corporation Portable Smart Speaker Product and Services
 - 9.11.4 Panasonic Holdings Corporation Portable Smart Speaker Production, Price,

Value, Gross Margin and Market Share (2021-2026)

9.11.5 Panasonic Holdings Corporation Recent Developments/Updates

9.11.6 Panasonic Holdings Corporation Competitive Strengths & Weaknesses

9.12 Samsung Electronics Co., Ltd.

9.12.1 Samsung Electronics Co., Ltd. Details

9.12.2 Samsung Electronics Co., Ltd. Major Business

9.12.3 Samsung Electronics Co., Ltd. Portable Smart Speaker Product and Services

9.12.4 Samsung Electronics Co., Ltd. Portable Smart Speaker Production, Price,

Value, Gross Margin and Market Share (2021-2026)

9.12.5 Samsung Electronics Co., Ltd. Recent Developments/Updates

9.12.6 Samsung Electronics Co., Ltd. Competitive Strengths & Weaknesses

9.13 LG Electronics Inc.

9.13.1 LG Electronics Inc. Details

9.13.2 LG Electronics Inc. Major Business

9.13.3 LG Electronics Inc. Portable Smart Speaker Product and Services

9.13.4 LG Electronics Inc. Portable Smart Speaker Production, Price, Value, Gross

Margin and Market Share (2021-2026)

9.13.5 LG Electronics Inc. Recent Developments/Updates

9.13.6 LG Electronics Inc. Competitive Strengths & Weaknesses

9.14 Alibaba Group Holding Ltd. (Tmall Genie)

9.14.1 Alibaba Group Holding Ltd. (Tmall Genie) Details

9.14.2 Alibaba Group Holding Ltd. (Tmall Genie) Major Business

9.14.3 Alibaba Group Holding Ltd. (Tmall Genie) Portable Smart Speaker Product and Services

9.14.4 Alibaba Group Holding Ltd. (Tmall Genie) Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.14.5 Alibaba Group Holding Ltd. (Tmall Genie) Recent Developments/Updates

9.14.6 Alibaba Group Holding Ltd. (Tmall Genie) Competitive Strengths & Weaknesses

9.15 Baidu, Inc. (XiaoDu)

9.15.1 Baidu, Inc. (XiaoDu) Details

9.15.2 Baidu, Inc. (XiaoDu) Major Business

9.15.3 Baidu, Inc. (XiaoDu) Portable Smart Speaker Product and Services

9.15.4 Baidu, Inc. (XiaoDu) Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.15.5 Baidu, Inc. (XiaoDu) Recent Developments/Updates

9.15.6 Baidu, Inc. (XiaoDu) Competitive Strengths & Weaknesses

9.16 Xiaomi Corporation

9.16.1 Xiaomi Corporation Details

- 9.16.2 Xiaomi Corporation Major Business
- 9.16.3 Xiaomi Corporation Portable Smart Speaker Product and Services
- 9.16.4 Xiaomi Corporation Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.16.5 Xiaomi Corporation Recent Developments/Updates
- 9.16.6 Xiaomi Corporation Competitive Strengths & Weaknesses
- 9.17 Huawei Technologies Co., Ltd.
 - 9.17.1 Huawei Technologies Co., Ltd. Details
 - 9.17.2 Huawei Technologies Co., Ltd. Major Business
 - 9.17.3 Huawei Technologies Co., Ltd. Portable Smart Speaker Product and Services
 - 9.17.4 Huawei Technologies Co., Ltd. Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.17.5 Huawei Technologies Co., Ltd. Recent Developments/Updates
 - 9.17.6 Huawei Technologies Co., Ltd. Competitive Strengths & Weaknesses
- 9.18 Beijing Lingyi IoT Technology Co., Ltd. (Edifier)
 - 9.18.1 Beijing Lingyi IoT Technology Co., Ltd. (Edifier) Details
 - 9.18.2 Beijing Lingyi IoT Technology Co., Ltd. (Edifier) Major Business
 - 9.18.3 Beijing Lingyi IoT Technology Co., Ltd. (Edifier) Portable Smart Speaker Product and Services
 - 9.18.4 Beijing Lingyi IoT Technology Co., Ltd. (Edifier) Portable Smart Speaker Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.18.5 Beijing Lingyi IoT Technology Co., Ltd. (Edifier) Recent Developments/Updates
 - 9.18.6 Beijing Lingyi IoT Technology Co., Ltd. (Edifier) Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Portable Smart Speaker Industry Chain
- 10.2 Portable Smart Speaker Upstream Analysis
 - 10.2.1 Portable Smart Speaker Core Raw Materials
 - 10.2.2 Main Manufacturers of Portable Smart Speaker Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Portable Smart Speaker Production Mode
- 10.6 Portable Smart Speaker Procurement Model
- 10.7 Portable Smart Speaker Industry Sales Model and Sales Channels
 - 10.7.1 Portable Smart Speaker Sales Model
 - 10.7.2 Portable Smart Speaker Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Portable Smart Speaker Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Portable Smart Speaker Production Value by Region (2021-2026) & (USD Million)

Table 3. World Portable Smart Speaker Production Value by Region (2027-2032) & (USD Million)

Table 4. World Portable Smart Speaker Production Value Market Share by Region (2021-2026)

Table 5. World Portable Smart Speaker Production Value Market Share by Region (2027-2032)

Table 6. World Portable Smart Speaker Production by Region (2021-2026) & (K Units)

Table 7. World Portable Smart Speaker Production by Region (2027-2032) & (K Units)

Table 8. World Portable Smart Speaker Production Market Share by Region (2021-2026)

Table 9. World Portable Smart Speaker Production Market Share by Region (2027-2032)

Table 10. World Portable Smart Speaker Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Portable Smart Speaker Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Portable Smart Speaker Major Market Trends

Table 13. World Portable Smart Speaker Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Portable Smart Speaker Consumption by Region (2021-2026) & (K Units)

Table 15. World Portable Smart Speaker Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Portable Smart Speaker Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Portable Smart Speaker Producers in 2025

Table 18. World Portable Smart Speaker Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Portable Smart Speaker Producers in 2025

Table 20. World Portable Smart Speaker Average Price by Manufacturer (2021-2026) &

(US\$/Unit)

Table 21. Global Portable Smart Speaker Company Evaluation Quadrant

Table 22. World Portable Smart Speaker Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Portable Smart Speaker Production Site of Key Manufacturer

Table 24. Portable Smart Speaker Market: Company Product Type Footprint

Table 25. Portable Smart Speaker Market: Company Product Application Footprint

Table 26. Portable Smart Speaker Competitive Factors

Table 27. Portable Smart Speaker New Entrant and Capacity Expansion Plans

Table 28. Portable Smart Speaker Mergers & Acquisitions Activity

Table 29. United States VS China Portable Smart Speaker Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Portable Smart Speaker Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Portable Smart Speaker Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Portable Smart Speaker Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Portable Smart Speaker Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Portable Smart Speaker Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Portable Smart Speaker Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Portable Smart Speaker Production Market Share (2021-2026)

Table 37. China Based Portable Smart Speaker Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Portable Smart Speaker Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Portable Smart Speaker Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Portable Smart Speaker Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Portable Smart Speaker Production Market Share (2021-2026)

Table 42. Rest of World Based Portable Smart Speaker Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Portable Smart Speaker Production

Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Portable Smart Speaker Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Portable Smart Speaker Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Portable Smart Speaker Production Market Share (2021-2026)

Table 47. World Portable Smart Speaker Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Portable Smart Speaker Production by Type (2021-2026) & (K Units)

Table 49. World Portable Smart Speaker Production by Type (2027-2032) & (K Units)

Table 50. World Portable Smart Speaker Production Value by Type (2021-2026) & (USD Million)

Table 51. World Portable Smart Speaker Production Value by Type (2027-2032) & (USD Million)

Table 52. World Portable Smart Speaker Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Portable Smart Speaker Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Portable Smart Speaker Production Value by Connectivity Type, (USD Million), 2021 & 2025 & 2032

Table 55. World Portable Smart Speaker Production by Connectivity Type (2021-2026) & (K Units)

Table 56. World Portable Smart Speaker Production by Connectivity Type (2027-2032) & (K Units)

Table 57. World Portable Smart Speaker Production Value by Connectivity Type (2021-2026) & (USD Million)

Table 58. World Portable Smart Speaker Production Value by Connectivity Type (2027-2032) & (USD Million)

Table 59. World Portable Smart Speaker Average Price by Connectivity Type (2021-2026) & (US\$/Unit)

Table 60. World Portable Smart Speaker Average Price by Connectivity Type (2027-2032) & (US\$/Unit)

Table 61. World Portable Smart Speaker Production Value by Price Tier, (USD Million), 2021 & 2025 & 2032

Table 62. World Portable Smart Speaker Production by Price Tier (2021-2026) & (K Units)

Table 63. World Portable Smart Speaker Production by Price Tier (2027-2032) & (K Units)

Table 64. World Portable Smart Speaker Production Value by Price Tier (2021-2026) & (USD Million)

Table 65. World Portable Smart Speaker Production Value by Price Tier (2027-2032) & (USD Million)

Table 66. World Portable Smart Speaker Average Price by Price Tier (2021-2026) & (US\$/Unit)

Table 67. World Portable Smart Speaker Average Price by Price Tier (2027-2032) & (US\$/Unit)

Table 68. World Portable Smart Speaker Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Portable Smart Speaker Production by Application (2021-2026) & (K Units)

Table 70. World Portable Smart Speaker Production by Application (2027-2032) & (K Units)

Table 71. World Portable Smart Speaker Production Value by Application (2021-2026) & (USD Million)

Table 72. World Portable Smart Speaker Production Value by Application (2027-2032) & (USD Million)

Table 73. World Portable Smart Speaker Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Portable Smart Speaker Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. Amazon.com, Inc. Basic Information, Manufacturing Base and Competitors

Table 76. Amazon.com, Inc. Major Business

Table 77. Amazon.com, Inc. Portable Smart Speaker Product and Services

Table 78. Amazon.com, Inc. Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Amazon.com, Inc. Recent Developments/Updates

Table 80. Amazon.com, Inc. Competitive Strengths & Weaknesses

Table 81. Google LLC Basic Information, Manufacturing Base and Competitors

Table 82. Google LLC Major Business

Table 83. Google LLC Portable Smart Speaker Product and Services

Table 84. Google LLC Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Google LLC Recent Developments/Updates

Table 86. Google LLC Competitive Strengths & Weaknesses

Table 87. Apple Inc. Basic Information, Manufacturing Base and Competitors

Table 88. Apple Inc. Major Business

- Table 89. Apple Inc. Portable Smart Speaker Product and Services
- Table 90. Apple Inc. Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Apple Inc. Recent Developments/Updates
- Table 92. Apple Inc. Competitive Strengths & Weaknesses
- Table 93. Sonos, Inc. Basic Information, Manufacturing Base and Competitors
- Table 94. Sonos, Inc. Major Business
- Table 95. Sonos, Inc. Portable Smart Speaker Product and Services
- Table 96. Sonos, Inc. Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. Sonos, Inc. Recent Developments/Updates
- Table 98. Sonos, Inc. Competitive Strengths & Weaknesses
- Table 99. Bose Corporation Basic Information, Manufacturing Base and Competitors
- Table 100. Bose Corporation Major Business
- Table 101. Bose Corporation Portable Smart Speaker Product and Services
- Table 102. Bose Corporation Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. Bose Corporation Recent Developments/Updates
- Table 104. Bose Corporation Competitive Strengths & Weaknesses
- Table 105. JBL (HARMAN International) Basic Information, Manufacturing Base and Competitors
- Table 106. JBL (HARMAN International) Major Business
- Table 107. JBL (HARMAN International) Portable Smart Speaker Product and Services
- Table 108. JBL (HARMAN International) Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. JBL (HARMAN International) Recent Developments/Updates
- Table 110. JBL (HARMAN International) Competitive Strengths & Weaknesses
- Table 111. Ultimate Ears (Logitech) Basic Information, Manufacturing Base and Competitors
- Table 112. Ultimate Ears (Logitech) Major Business
- Table 113. Ultimate Ears (Logitech) Portable Smart Speaker Product and Services
- Table 114. Ultimate Ears (Logitech) Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. Ultimate Ears (Logitech) Recent Developments/Updates
- Table 116. Ultimate Ears (Logitech) Competitive Strengths & Weaknesses
- Table 117. Bang & Olufsen A/S Basic Information, Manufacturing Base and Competitors

Table 118. Bang & Olufsen A/S Major Business

Table 119. Bang & Olufsen A/S Portable Smart Speaker Product and Services

Table 120. Bang & Olufsen A/S Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Bang & Olufsen A/S Recent Developments/Updates

Table 122. Bang & Olufsen A/S Competitive Strengths & Weaknesses

Table 123. Marshall Group AB Basic Information, Manufacturing Base and Competitors

Table 124. Marshall Group AB Major Business

Table 125. Marshall Group AB Portable Smart Speaker Product and Services

Table 126. Marshall Group AB Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Marshall Group AB Recent Developments/Updates

Table 128. Marshall Group AB Competitive Strengths & Weaknesses

Table 129. Sony Group Corporation Basic Information, Manufacturing Base and Competitors

Table 130. Sony Group Corporation Major Business

Table 131. Sony Group Corporation Portable Smart Speaker Product and Services

Table 132. Sony Group Corporation Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Sony Group Corporation Recent Developments/Updates

Table 134. Sony Group Corporation Competitive Strengths & Weaknesses

Table 135. Panasonic Holdings Corporation Basic Information, Manufacturing Base and Competitors

Table 136. Panasonic Holdings Corporation Major Business

Table 137. Panasonic Holdings Corporation Portable Smart Speaker Product and Services

Table 138. Panasonic Holdings Corporation Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Panasonic Holdings Corporation Recent Developments/Updates

Table 140. Panasonic Holdings Corporation Competitive Strengths & Weaknesses

Table 141. Samsung Electronics Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 142. Samsung Electronics Co., Ltd. Major Business

Table 143. Samsung Electronics Co., Ltd. Portable Smart Speaker Product and Services

Table 144. Samsung Electronics Co., Ltd. Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Samsung Electronics Co., Ltd. Recent Developments/Updates

Table 146. Samsung Electronics Co., Ltd. Competitive Strengths & Weaknesses

Table 147. LG Electronics Inc. Basic Information, Manufacturing Base and Competitors

Table 148. LG Electronics Inc. Major Business

Table 149. LG Electronics Inc. Portable Smart Speaker Product and Services

Table 150. LG Electronics Inc. Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. LG Electronics Inc. Recent Developments/Updates

Table 152. LG Electronics Inc. Competitive Strengths & Weaknesses

Table 153. Alibaba Group Holding Ltd. (Tmall Genie) Basic Information, Manufacturing Base and Competitors

Table 154. Alibaba Group Holding Ltd. (Tmall Genie) Major Business

Table 155. Alibaba Group Holding Ltd. (Tmall Genie) Portable Smart Speaker Product and Services

Table 156. Alibaba Group Holding Ltd. (Tmall Genie) Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. Alibaba Group Holding Ltd. (Tmall Genie) Recent Developments/Updates

Table 158. Alibaba Group Holding Ltd. (Tmall Genie) Competitive Strengths & Weaknesses

Table 159. Baidu, Inc. (XiaoDu) Basic Information, Manufacturing Base and Competitors

Table 160. Baidu, Inc. (XiaoDu) Major Business

Table 161. Baidu, Inc. (XiaoDu) Portable Smart Speaker Product and Services

Table 162. Baidu, Inc. (XiaoDu) Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. Baidu, Inc. (XiaoDu) Recent Developments/Updates

Table 164. Baidu, Inc. (XiaoDu) Competitive Strengths & Weaknesses

Table 165. Xiaomi Corporation Basic Information, Manufacturing Base and Competitors

Table 166. Xiaomi Corporation Major Business

Table 167. Xiaomi Corporation Portable Smart Speaker Product and Services

Table 168. Xiaomi Corporation Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 169. Xiaomi Corporation Recent Developments/Updates

Table 170. Xiaomi Corporation Competitive Strengths & Weaknesses

Table 171. Huawei Technologies Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 172. Huawei Technologies Co., Ltd. Major Business

Table 173. Huawei Technologies Co., Ltd. Portable Smart Speaker Product and Services

Table 174. Huawei Technologies Co., Ltd. Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 175. Huawei Technologies Co., Ltd. Recent Developments/Updates

Table 176. Huawei Technologies Co., Ltd. Competitive Strengths & Weaknesses

Table 177. Beijing Lingyi IoT Technology Co., Ltd. (Edifier) Basic Information, Manufacturing Base and Competitors

Table 178. Beijing Lingyi IoT Technology Co., Ltd. (Edifier) Major Business

Table 179. Beijing Lingyi IoT Technology Co., Ltd. (Edifier) Portable Smart Speaker Product and Services

Table 180. Beijing Lingyi IoT Technology Co., Ltd. (Edifier) Portable Smart Speaker Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 181. Beijing Lingyi IoT Technology Co., Ltd. (Edifier) Recent Developments/Updates

Table 182. Beijing Lingyi IoT Technology Co., Ltd. (Edifier) Competitive Strengths & Weaknesses

Table 183. Global Key Players of Portable Smart Speaker Upstream (Raw Materials)

Table 184. Global Portable Smart Speaker Typical Customers

Table 185. Portable Smart Speaker Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Portable Smart Speaker Picture

Figure 2. World Portable Smart Speaker Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Portable Smart Speaker Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Portable Smart Speaker Production (2021-2032) & (K Units)

Figure 5. World Portable Smart Speaker Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Portable Smart Speaker Production Value Market Share by Region (2021-2032)

Figure 7. World Portable Smart Speaker Production Market Share by Region (2021-2032)

Figure 8. North America Portable Smart Speaker Production (2021-2032) & (K Units)

Figure 9. Europe Portable Smart Speaker Production (2021-2032) & (K Units)

Figure 10. China Portable Smart Speaker Production (2021-2032) & (K Units)

Figure 11. Japan Portable Smart Speaker Production (2021-2032) & (K Units)

Figure 12. Portable Smart Speaker Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Portable Smart Speaker Consumption (2021-2032) & (K Units)

Figure 15. World Portable Smart Speaker Consumption Market Share by Region (2021-2032)

Figure 16. United States Portable Smart Speaker Consumption (2021-2032) & (K Units)

Figure 17. China Portable Smart Speaker Consumption (2021-2032) & (K Units)

Figure 18. Europe Portable Smart Speaker Consumption (2021-2032) & (K Units)

Figure 19. Japan Portable Smart Speaker Consumption (2021-2032) & (K Units)

Figure 20. South Korea Portable Smart Speaker Consumption (2021-2032) & (K Units)

Figure 21. ASEAN Portable Smart Speaker Consumption (2021-2032) & (K Units)

Figure 22. India Portable Smart Speaker Consumption (2021-2032) & (K Units)

Figure 23. Producer Shipments of Portable Smart Speaker by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Portable Smart Speaker Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Portable Smart Speaker Markets in 2025

Figure 26. United States VS China: Portable Smart Speaker Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Portable Smart Speaker Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Portable Smart Speaker Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Portable Smart Speaker Production Market Share 2025

Figure 30. China Based Manufacturers Portable Smart Speaker Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Portable Smart Speaker Production Market Share 2025

Figure 32. World Portable Smart Speaker Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Portable Smart Speaker Production Value Market Share by Type in 2025

Figure 34. With Displays

Figure 35. Without Displays

Figure 36. World Portable Smart Speaker Production Market Share by Type (2021-2032)

Figure 37. World Portable Smart Speaker Production Value Market Share by Type (2021-2032)

Figure 38. World Portable Smart Speaker Average Price by Type (2021-2032) & (US\$/Unit)

Figure 39. World Portable Smart Speaker Production Value by Connectivity Type, (USD Million), 2021 & 2025 & 2032

Figure 40. World Portable Smart Speaker Production Value Market Share by Connectivity Type in 2025

Figure 41. Bluetooth Only

Figure 42. Wi-Fi + Bluetooth

Figure 43. Cellular-Enabled

Figure 44. World Portable Smart Speaker Production Market Share by Connectivity Type (2021-2032)

Figure 45. World Portable Smart Speaker Production Value Market Share by Connectivity Type (2021-2032)

Figure 46. World Portable Smart Speaker Average Price by Connectivity Type (2021-2032) & (US\$/Unit)

Figure 47. World Portable Smart Speaker Production Value by Price Tier, (USD Million), 2021 & 2025 & 2032

Figure 48. World Portable Smart Speaker Production Value Market Share by Price Tier in 2025

Figure 49. Entry-Level (Figure 50. Mid-Range (US\$50-150)

Figure 51. Premium (> US\$150)

Figure 52. World Portable Smart Speaker Production Market Share by Price Tier (2021-2032)

Figure 53. World Portable Smart Speaker Production Value Market Share by Price Tier (2021-2032)

Figure 54. World Portable Smart Speaker Average Price by Price Tier (2021-2032) & (US\$/Unit)

Figure 55. World Portable Smart Speaker Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 56. World Portable Smart Speaker Production Value Market Share by Application in 2025

Figure 57. Online

Figure 58. Offline

Figure 59. World Portable Smart Speaker Production Market Share by Application (2021-2032)

Figure 60. World Portable Smart Speaker Production Value Market Share by Application (2021-2032)

Figure 61. World Portable Smart Speaker Average Price by Application (2021-2032) & (US\$/Unit)

Figure 62. Portable Smart Speaker Industry Chain

Figure 63. Portable Smart Speaker Procurement Model

Figure 64. Portable Smart Speaker Sales Model

Figure 65. Portable Smart Speaker Sales Channels, Direct Sales, and Distribution

Figure 66. Methodology

Figure 67. Research Process and Data Source

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