

Global Screen Sound Technology Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Screen Sound Technology market size is expected to reach \$ 584 million by 2032, rising at a market growth of 4.5% CAGR during the forecast period (2026-2032).

Screen sound technology is an acoustic integration technology that uses the display panel, display glass, projection screen, or rear screen structure as a controllable vibration medium. It converts audio electrical signals into structural vibration through piezoelectric ceramics, electromagnetic exciters, thin-film piezoelectric actuators, micro-vibration units, and dedicated power amplifier algorithms, and then radiates sound waves directly from the display surface. Its core value lies in reducing or eliminating conventional earpiece openings, speaker ports, and independent acoustic chambers without sacrificing display area or device thickness, allowing voice call reception, media playback, audio-image positioning, haptic feedback, and cockpit interaction to originate from the screen position. This technology mainly serves full-screen smartphones, high-end OLED TVs, laser TVs, automotive displays, industrial IoT terminals, and consumer electronic display devices. Its customers include terminal brands, display module manufacturers, acoustic module suppliers, and automotive electronics system providers.

The industrial value of screen sound technology is first reflected in terminal structural innovation. Traditional consumer electronics and automotive display devices have long relied on independent speakers, earpiece openings, acoustic chambers, and sound guide channels. These structures occupy internal device space and limit screen-to-body ratio, sealing performance, and integrated exterior design. Screen sound solutions transform the display surface into an acoustic output interface, allowing sound to originate near the user's visual focus while reducing reliance on bezels, openings, and conventional acoustic chambers. For smartphones, the technology supports full-screen

design, voice-call reception, and structural protection. For TVs and laser TVs, it enhances consistency between sound and image position. For automotive cockpits, it aligns with the trends of large displays, lightweight design, and hidden interior layouts. As display terminals continue to evolve toward thinness, integration, and immersive interaction, screen sound is no longer merely a local acoustic replacement solution, but an important direction for the convergence of display systems, acoustic systems, and structural design.

From a technical-path perspective, the key to screen sound lies not in a single component, but in the system-level matching of transducers, display structures, amplifier control, and acoustic algorithms. Piezoelectric ceramics, micro electromagnetic exciters, thin-film piezoelectric actuators, and audio-haptic transducers can all convert electrical signals into structural vibration, but different solutions vary in frequency response, sound pressure output, sound leakage control, power consumption, thickness, cost, and reliability. Smartphone applications place greater emphasis on near-field call clarity, low sound leakage, and structural sealing. TV applications focus more on mid-to-high-frequency performance, sound-image positioning, and uniform radiation over a large surface. Automotive applications emphasize durability, assembly stability, cockpit space savings, and system-level weight reduction. Future competition will shift from whether a screen can produce sound to whether stable acoustic performance can be achieved within complex terminal structures. Companies with capabilities in display structure understanding, acoustic modeling, device manufacturing, and system tuning are more likely to build competitive barriers.

From a market outlook perspective, screen sound technology has the potential to penetrate from premium products into a wider range of terminals. Near-term demand mainly comes from premium smartphones, premium OLED TVs, laser TVs, and concept-oriented smart cockpits. These applications have higher requirements for exterior integrity, space utilization, and immersive experience, and can absorb higher integration costs. Over the medium to long term, as piezoelectric materials, exciters, amplifier chips, display module assembly, and algorithmic control mature, screen sound may expand into monitors, laptops, smart home appliances, industrial control screens, and IoT terminals. Its commercialization pace will depend on three factors: whether sound pressure, audio quality, and power consumption can meet mainstream terminal requirements; whether the impact of display vibration on reliability and visual performance can be controlled; and whether modular solutions can lower adoption barriers. Overall, the technology aligns with the trends of thinner devices, portless design, audio-visual integration, and multimodal interaction, giving it a positive long-term growth outlook.

This report studies the global Screen Sound Technology demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Screen Sound Technology, 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 Screen Sound Technology that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Screen Sound Technology total market, 2021-2032, (USD Million)

Global Screen Sound Technology total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Screen Sound Technology total market, key domestic companies, and share, (USD Million)

Global Screen Sound Technology revenue by player, revenue and market share 2021-2026, (USD Million)

Global Screen Sound Technology total market by Display Carrier, CAGR, 2021-2032, (USD Million)

Global Screen Sound Technology total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Screen Sound Technology market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Huawei Technologies Co., Ltd., Sony Group Corporation, Xiaomi Corporation, vivo Mobile Communication Co., Ltd., Sharp Corporation, Samsung Display Co., Ltd., LG Electronics Inc., LG Display Co., Ltd., Hisense Group Holdings Co., Ltd., Alphabet Inc., 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 Screen Sound Technology market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Display Carrier, 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 Screen Sound Technology Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Screen Sound Technology Market, Segmentation by Display Carrier:

OLED Screen Sound

LCD Screen Sound

Projection Screen Sound

Other

Global Screen Sound Technology Market, Segmentation by Acoustic Function:

Call Receiver Function

Media Playback Function

Audio-Visual Positioning Function

Other

Global Screen Sound Technology Market, Segmentation by Sound Generation Mechanism:

Direct Screen Vibration Sound

Body Conduction Vibration Sound

Display Glass Excitation Sound

Other

Global Screen Sound Technology Market, Segmentation by Application:

Full-Screen Smartphone Calling

Premium TV Audio-Visual Integration

Laser TV Home Theater

Automotive Cockpit Display Interaction

Industrial and IoT Terminal Interaction

Companies Profiled:

Huawei Technologies Co., Ltd.

Sony Group Corporation

Xiaomi Corporation

vivo Mobile Communication Co., Ltd.

Sharp Corporation

Samsung Display Co., Ltd.

LG Electronics Inc.

LG Display Co., Ltd.

Hisense Group Holdings Co., Ltd.

Alphabet Inc.

Continental AG

Synaptics Incorporated

KYOCERA Corporation

Goertek Inc.

Sound Solutions Austria GmbH

AAC Technologies Holdings Inc.

Key Questions Answered

1. How big is the global Screen Sound Technology market?
2. What is the demand of the global Screen Sound Technology market?
3. What is the year over year growth of the global Screen Sound Technology market?
4. What is the total value of the global Screen Sound Technology market?
5. Who are the Major Players in the global Screen Sound Technology market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Screen Sound Technology Introduction
- 1.2 World Screen Sound Technology Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Screen Sound Technology Total Market by Region (by Headquarter Location)
 - 1.3.1 World Screen Sound Technology Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Screen Sound Technology Revenue (2021-2032)
 - 1.3.3 China Based Company Screen Sound Technology Revenue (2021-2032)
 - 1.3.4 Europe Based Company Screen Sound Technology Revenue (2021-2032)
 - 1.3.5 Japan Based Company Screen Sound Technology Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Screen Sound Technology Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Screen Sound Technology Revenue (2021-2032)
 - 1.3.8 India Based Company Screen Sound Technology Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Screen Sound Technology Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

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

3 WORLD SCREEN SOUND TECHNOLOGY COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Screen Sound Technology Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)
 - 3.2.1 Global Screen Sound Technology Industry Rank of Major Players
 - 3.2.2 Global Concentration Ratios (CR4) for Screen Sound Technology in 2025
 - 3.2.3 Global Concentration Ratios (CR8) for Screen Sound Technology in 2025
- 3.3 Screen Sound Technology Company Evaluation Quadrant
- 3.4 Screen Sound Technology Market: Overall Company Footprint Analysis
 - 3.4.1 Screen Sound Technology Market: Region Footprint
 - 3.4.2 Screen Sound Technology Market: Company Product Type Footprint
 - 3.4.3 Screen Sound Technology Market: Company Product Application Footprint
- 3.5 Competitive Environment
 - 3.5.1 Historical Structure of the Industry
 - 3.5.2 Barriers of Market Entry
 - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

- 4.1 United States VS China: Screen Sound Technology Revenue Comparison (by Headquarter Location)
 - 4.1.1 United States VS China: Screen Sound Technology Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
 - 4.1.2 United States VS China: Screen Sound Technology Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Screen Sound Technology Consumption Value Comparison
 - 4.2.1 United States VS China: Screen Sound Technology Consumption Value Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Screen Sound Technology Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based Screen Sound Technology Companies and Market Share, 2021-2026
 - 4.3.1 United States Based Screen Sound Technology Companies, Headquarters (States, Country)
 - 4.3.2 United States Based Companies Screen Sound Technology Revenue, (2021-2026)
- 4.4 China Based Companies Screen Sound Technology Revenue and Market Share, 2021-2026

4.4.1 China Based Screen Sound Technology Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Screen Sound Technology Revenue, (2021-2026)

4.5 Rest of World Based Screen Sound Technology Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Screen Sound Technology Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Screen Sound Technology Revenue (2021-2026)

5 MARKET ANALYSIS BY DISPLAY CARRIER

5.1 World Screen Sound Technology Market Size Overview by Display Carrier: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Display Carrier

5.2.1 OLED Screen Sound

5.2.2 LCD Screen Sound

5.2.3 Projection Screen Sound

5.2.4 Other

5.3 Market Segment by Display Carrier

5.3.1 World Screen Sound Technology Market Size by Display Carrier (2021-2026)

5.3.2 World Screen Sound Technology Market Size by Display Carrier (2027-2032)

5.3.3 World Screen Sound Technology Market Size Market Share by Display Carrier (2027-2032)

6 MARKET ANALYSIS BY ACOUSTIC FUNCTION

6.1 World Screen Sound Technology Market Size Overview by Acoustic Function: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Acoustic Function

6.2.1 Call Receiver Function

6.2.2 Media Playback Function

6.2.3 Audio-Visual Positioning Function

6.2.4 Other

6.3 Market Segment by Acoustic Function

6.3.1 World Screen Sound Technology Market Size by Acoustic Function (2021-2026)

6.3.2 World Screen Sound Technology Market Size by Acoustic Function (2027-2032)

6.3.3 World Screen Sound Technology Market Size Market Share by Acoustic Function (2027-2032)

7 MARKET ANALYSIS BY SOUND GENERATION MECHANISM

7.1 World Screen Sound Technology Market Size Overview by Sound Generation Mechanism: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Sound Generation Mechanism

7.2.1 Direct Screen Vibration Sound

7.2.2 Body Conduction Vibration Sound

7.2.3 Display Glass Excitation Sound

7.2.4 Other

7.3 Market Segment by Sound Generation Mechanism

7.3.1 World Screen Sound Technology Market Size by Sound Generation Mechanism (2021-2026)

7.3.2 World Screen Sound Technology Market Size by Sound Generation Mechanism (2027-2032)

7.3.3 World Screen Sound Technology Market Size Market Share by Sound Generation Mechanism (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Screen Sound Technology Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Full-Screen Smartphone Calling

8.2.2 Premium TV Audio-Visual Integration

8.2.3 Laser TV Home Theater

8.2.4 Automotive Cockpit Display Interaction

8.2.5 Industrial and IoT Terminal Interaction

8.3 Market Segment by Application

8.3.1 World Screen Sound Technology Market Size by Application (2021-2026)

8.3.2 World Screen Sound Technology Market Size by Application (2027-2032)

8.3.3 World Screen Sound Technology Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 Huawei Technologies Co., Ltd.

9.1.1 Huawei Technologies Co., Ltd. Details

9.1.2 Huawei Technologies Co., Ltd. Major Business

- 9.1.3 Huawei Technologies Co., Ltd. Screen Sound Technology Product and Services
- 9.1.4 Huawei Technologies Co., Ltd. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
- 9.1.5 Huawei Technologies Co., Ltd. Recent Developments/Updates
- 9.1.6 Huawei Technologies Co., Ltd. Competitive Strengths & Weaknesses
- 9.2 Sony Group Corporation
 - 9.2.1 Sony Group Corporation Details
 - 9.2.2 Sony Group Corporation Major Business
 - 9.2.3 Sony Group Corporation Screen Sound Technology Product and Services
 - 9.2.4 Sony Group Corporation Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
 - 9.2.5 Sony Group Corporation Recent Developments/Updates
 - 9.2.6 Sony Group Corporation Competitive Strengths & Weaknesses
- 9.3 Xiaomi Corporation
 - 9.3.1 Xiaomi Corporation Details
 - 9.3.2 Xiaomi Corporation Major Business
 - 9.3.3 Xiaomi Corporation Screen Sound Technology Product and Services
 - 9.3.4 Xiaomi Corporation Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
 - 9.3.5 Xiaomi Corporation Recent Developments/Updates
 - 9.3.6 Xiaomi Corporation Competitive Strengths & Weaknesses
- 9.4 vivo Mobile Communication Co., Ltd.
 - 9.4.1 vivo Mobile Communication Co., Ltd. Details
 - 9.4.2 vivo Mobile Communication Co., Ltd. Major Business
 - 9.4.3 vivo Mobile Communication Co., Ltd. Screen Sound Technology Product and Services
 - 9.4.4 vivo Mobile Communication Co., Ltd. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
 - 9.4.5 vivo Mobile Communication Co., Ltd. Recent Developments/Updates
 - 9.4.6 vivo Mobile Communication Co., Ltd. Competitive Strengths & Weaknesses
- 9.5 Sharp Corporation
 - 9.5.1 Sharp Corporation Details
 - 9.5.2 Sharp Corporation Major Business
 - 9.5.3 Sharp Corporation Screen Sound Technology Product and Services
 - 9.5.4 Sharp Corporation Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Sharp Corporation Recent Developments/Updates
 - 9.5.6 Sharp Corporation Competitive Strengths & Weaknesses
- 9.6 Samsung Display Co., Ltd.

- 9.6.1 Samsung Display Co., Ltd. Details
- 9.6.2 Samsung Display Co., Ltd. Major Business
- 9.6.3 Samsung Display Co., Ltd. Screen Sound Technology Product and Services
- 9.6.4 Samsung Display Co., Ltd. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
- 9.6.5 Samsung Display Co., Ltd. Recent Developments/Updates
- 9.6.6 Samsung Display Co., Ltd. Competitive Strengths & Weaknesses
- 9.7 LG Electronics Inc.
- 9.7.1 LG Electronics Inc. Details
- 9.7.2 LG Electronics Inc. Major Business
- 9.7.3 LG Electronics Inc. Screen Sound Technology Product and Services
- 9.7.4 LG Electronics Inc. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
- 9.7.5 LG Electronics Inc. Recent Developments/Updates
- 9.7.6 LG Electronics Inc. Competitive Strengths & Weaknesses
- 9.8 LG Display Co., Ltd.
- 9.8.1 LG Display Co., Ltd. Details
- 9.8.2 LG Display Co., Ltd. Major Business
- 9.8.3 LG Display Co., Ltd. Screen Sound Technology Product and Services
- 9.8.4 LG Display Co., Ltd. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
- 9.8.5 LG Display Co., Ltd. Recent Developments/Updates
- 9.8.6 LG Display Co., Ltd. Competitive Strengths & Weaknesses
- 9.9 Hisense Group Holdings Co., Ltd.
- 9.9.1 Hisense Group Holdings Co., Ltd. Details
- 9.9.2 Hisense Group Holdings Co., Ltd. Major Business
- 9.9.3 Hisense Group Holdings Co., Ltd. Screen Sound Technology Product and Services
- 9.9.4 Hisense Group Holdings Co., Ltd. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
- 9.9.5 Hisense Group Holdings Co., Ltd. Recent Developments/Updates
- 9.9.6 Hisense Group Holdings Co., Ltd. Competitive Strengths & Weaknesses
- 9.10 Alphabet Inc.
- 9.10.1 Alphabet Inc. Details
- 9.10.2 Alphabet Inc. Major Business
- 9.10.3 Alphabet Inc. Screen Sound Technology Product and Services
- 9.10.4 Alphabet Inc. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
- 9.10.5 Alphabet Inc. Recent Developments/Updates

- 9.10.6 Alphabet Inc. Competitive Strengths & Weaknesses
- 9.11 Continental AG
 - 9.11.1 Continental AG Details
 - 9.11.2 Continental AG Major Business
 - 9.11.3 Continental AG Screen Sound Technology Product and Services
 - 9.11.4 Continental AG Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Continental AG Recent Developments/Updates
 - 9.11.6 Continental AG Competitive Strengths & Weaknesses
- 9.12 Synaptics Incorporated
 - 9.12.1 Synaptics Incorporated Details
 - 9.12.2 Synaptics Incorporated Major Business
 - 9.12.3 Synaptics Incorporated Screen Sound Technology Product and Services
 - 9.12.4 Synaptics Incorporated Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Synaptics Incorporated Recent Developments/Updates
 - 9.12.6 Synaptics Incorporated Competitive Strengths & Weaknesses
- 9.13 KYOCERA Corporation
 - 9.13.1 KYOCERA Corporation Details
 - 9.13.2 KYOCERA Corporation Major Business
 - 9.13.3 KYOCERA Corporation Screen Sound Technology Product and Services
 - 9.13.4 KYOCERA Corporation Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
 - 9.13.5 KYOCERA Corporation Recent Developments/Updates
 - 9.13.6 KYOCERA Corporation Competitive Strengths & Weaknesses
- 9.14 Goertek Inc.
 - 9.14.1 Goertek Inc. Details
 - 9.14.2 Goertek Inc. Major Business
 - 9.14.3 Goertek Inc. Screen Sound Technology Product and Services
 - 9.14.4 Goertek Inc. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Goertek Inc. Recent Developments/Updates
 - 9.14.6 Goertek Inc. Competitive Strengths & Weaknesses
- 9.15 Sound Solutions Austria GmbH
 - 9.15.1 Sound Solutions Austria GmbH Details
 - 9.15.2 Sound Solutions Austria GmbH Major Business
 - 9.15.3 Sound Solutions Austria GmbH Screen Sound Technology Product and Services
 - 9.15.4 Sound Solutions Austria GmbH Screen Sound Technology Revenue, Gross

Margin and Market Share (2021-2026)

9.15.5 Sound Solutions Austria GmbH Recent Developments/Updates

9.15.6 Sound Solutions Austria GmbH Competitive Strengths & Weaknesses

9.16 AAC Technologies Holdings Inc.

9.16.1 AAC Technologies Holdings Inc. Details

9.16.2 AAC Technologies Holdings Inc. Major Business

9.16.3 AAC Technologies Holdings Inc. Screen Sound Technology Product and Services

9.16.4 AAC Technologies Holdings Inc. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026)

9.16.5 AAC Technologies Holdings Inc. Recent Developments/Updates

9.16.6 AAC Technologies Holdings Inc. Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Screen Sound Technology Industry Chain

10.2 Screen Sound Technology Upstream Analysis

10.3 Screen Sound Technology Midstream Analysis

10.4 Screen Sound Technology Downstream Analysis

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 Screen Sound Technology Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Screen Sound Technology Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Screen Sound Technology Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Screen Sound Technology Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Screen Sound Technology Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Screen Sound Technology Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Screen Sound Technology Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Screen Sound Technology Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Screen Sound Technology Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Screen Sound Technology Players in 2025

Table 12. World Screen Sound Technology Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Screen Sound Technology Company Evaluation Quadrant

Table 14. Head Office of Key Screen Sound Technology Players

Table 15. Screen Sound Technology Market: Company Product Type Footprint

Table 16. Screen Sound Technology Market: Company Product Application Footprint

Table 17. Screen Sound Technology Mergers & Acquisitions Activity

Table 18. United States VS China Screen Sound Technology Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Screen Sound Technology Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Screen Sound Technology Companies, Headquarters (States, Country)

Table 21. United States Based Companies Screen Sound Technology Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Screen Sound Technology Revenue Market Share (2021-2026)

Table 23. China Based Screen Sound Technology Companies, Headquarters (Province, Country)

Table 24. China Based Companies Screen Sound Technology Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Screen Sound Technology Revenue Market Share (2021-2026)

Table 26. Rest of World Based Screen Sound Technology Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Screen Sound Technology Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Screen Sound Technology Revenue Market Share (2021-2026)

Table 29. World Screen Sound Technology Market Size by Display Carrier, (USD Million), 2021 & 2025 & 2032

Table 30. World Screen Sound Technology Market Size Value by Display Carrier (2021-2026) & (USD Million)

Table 31. World Screen Sound Technology Market Size by Display Carrier (2027-2032) & (USD Million)

Table 32. World Screen Sound Technology Market Size by Acoustic Function, (USD Million), 2021 & 2025 & 2032

Table 33. World Screen Sound Technology Market Size Value by Acoustic Function (2021-2026) & (USD Million)

Table 34. World Screen Sound Technology Market Size by Acoustic Function (2027-2032) & (USD Million)

Table 35. World Screen Sound Technology Market Size by Sound Generation Mechanism, (USD Million), 2021 & 2025 & 2032

Table 36. World Screen Sound Technology Market Size Value by Sound Generation Mechanism (2021-2026) & (USD Million)

Table 37. World Screen Sound Technology Market Size by Sound Generation Mechanism (2027-2032) & (USD Million)

Table 38. World Screen Sound Technology Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Screen Sound Technology Market Size by Application (2021-2026) & (USD Million)

Table 40. World Screen Sound Technology Market Size by Application (2027-2032) & (USD Million)

Table 41. Huawei Technologies Co., Ltd. Basic Information, Manufacturing Base and

Competitors

Table 42. Huawei Technologies Co., Ltd. Major Business

Table 43. Huawei Technologies Co., Ltd. Screen Sound Technology Product and Services

Table 44. Huawei Technologies Co., Ltd. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Huawei Technologies Co., Ltd. Recent Developments/Updates

Table 46. Huawei Technologies Co., Ltd. Competitive Strengths & Weaknesses

Table 47. Sony Group Corporation Basic Information, Manufacturing Base and Competitors

Table 48. Sony Group Corporation Major Business

Table 49. Sony Group Corporation Screen Sound Technology Product and Services

Table 50. Sony Group Corporation Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Sony Group Corporation Recent Developments/Updates

Table 52. Sony Group Corporation Competitive Strengths & Weaknesses

Table 53. Xiaomi Corporation Basic Information, Manufacturing Base and Competitors

Table 54. Xiaomi Corporation Major Business

Table 55. Xiaomi Corporation Screen Sound Technology Product and Services

Table 56. Xiaomi Corporation Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Xiaomi Corporation Recent Developments/Updates

Table 58. Xiaomi Corporation Competitive Strengths & Weaknesses

Table 59. vivo Mobile Communication Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 60. vivo Mobile Communication Co., Ltd. Major Business

Table 61. vivo Mobile Communication Co., Ltd. Screen Sound Technology Product and Services

Table 62. vivo Mobile Communication Co., Ltd. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. vivo Mobile Communication Co., Ltd. Recent Developments/Updates

Table 64. vivo Mobile Communication Co., Ltd. Competitive Strengths & Weaknesses

Table 65. Sharp Corporation Basic Information, Manufacturing Base and Competitors

Table 66. Sharp Corporation Major Business

Table 67. Sharp Corporation Screen Sound Technology Product and Services

Table 68. Sharp Corporation Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. Sharp Corporation Recent Developments/Updates

Table 70. Sharp Corporation Competitive Strengths & Weaknesses

Table 71. Samsung Display Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 72. Samsung Display Co., Ltd. Major Business

Table 73. Samsung Display Co., Ltd. Screen Sound Technology Product and Services

Table 74. Samsung Display Co., Ltd. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. Samsung Display Co., Ltd. Recent Developments/Updates

Table 76. Samsung Display Co., Ltd. Competitive Strengths & Weaknesses

Table 77. LG Electronics Inc. Basic Information, Manufacturing Base and Competitors

Table 78. LG Electronics Inc. Major Business

Table 79. LG Electronics Inc. Screen Sound Technology Product and Services

Table 80. LG Electronics Inc. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. LG Electronics Inc. Recent Developments/Updates

Table 82. LG Electronics Inc. Competitive Strengths & Weaknesses

Table 83. LG Display Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 84. LG Display Co., Ltd. Major Business

Table 85. LG Display Co., Ltd. Screen Sound Technology Product and Services

Table 86. LG Display Co., Ltd. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. LG Display Co., Ltd. Recent Developments/Updates

Table 88. LG Display Co., Ltd. Competitive Strengths & Weaknesses

Table 89. Hisense Group Holdings Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 90. Hisense Group Holdings Co., Ltd. Major Business

Table 91. Hisense Group Holdings Co., Ltd. Screen Sound Technology Product and Services

Table 92. Hisense Group Holdings Co., Ltd. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. Hisense Group Holdings Co., Ltd. Recent Developments/Updates

Table 94. Hisense Group Holdings Co., Ltd. Competitive Strengths & Weaknesses

Table 95. Alphabet Inc. Basic Information, Manufacturing Base and Competitors

Table 96. Alphabet Inc. Major Business

Table 97. Alphabet Inc. Screen Sound Technology Product and Services

Table 98. Alphabet Inc. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. Alphabet Inc. Recent Developments/Updates

Table 100. Alphabet Inc. Competitive Strengths & Weaknesses

Table 101. Continental AG Basic Information, Manufacturing Base and Competitors

Table 102. Continental AG Major Business
Table 103. Continental AG Screen Sound Technology Product and Services
Table 104. Continental AG Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 105. Continental AG Recent Developments/Updates
Table 106. Continental AG Competitive Strengths & Weaknesses
Table 107. Synaptics Incorporated Basic Information, Manufacturing Base and Competitors
Table 108. Synaptics Incorporated Major Business
Table 109. Synaptics Incorporated Screen Sound Technology Product and Services
Table 110. Synaptics Incorporated Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 111. Synaptics Incorporated Recent Developments/Updates
Table 112. Synaptics Incorporated Competitive Strengths & Weaknesses
Table 113. KYOCERA Corporation Basic Information, Manufacturing Base and Competitors
Table 114. KYOCERA Corporation Major Business
Table 115. KYOCERA Corporation Screen Sound Technology Product and Services
Table 116. KYOCERA Corporation Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 117. KYOCERA Corporation Recent Developments/Updates
Table 118. KYOCERA Corporation Competitive Strengths & Weaknesses
Table 119. Goertek Inc. Basic Information, Manufacturing Base and Competitors
Table 120. Goertek Inc. Major Business
Table 121. Goertek Inc. Screen Sound Technology Product and Services
Table 122. Goertek Inc. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 123. Goertek Inc. Recent Developments/Updates
Table 124. Goertek Inc. Competitive Strengths & Weaknesses
Table 125. Sound Solutions Austria GmbH Basic Information, Manufacturing Base and Competitors
Table 126. Sound Solutions Austria GmbH Major Business
Table 127. Sound Solutions Austria GmbH Screen Sound Technology Product and Services
Table 128. Sound Solutions Austria GmbH Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 129. Sound Solutions Austria GmbH Recent Developments/Updates
Table 130. Sound Solutions Austria GmbH Competitive Strengths & Weaknesses
Table 131. AAC Technologies Holdings Inc. Basic Information, Manufacturing Base and

Competitors

Table 132. AAC Technologies Holdings Inc. Major Business

Table 133. AAC Technologies Holdings Inc. Screen Sound Technology Product and Services

Table 134. AAC Technologies Holdings Inc. Screen Sound Technology Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 135. AAC Technologies Holdings Inc. Recent Developments/Updates

Table 136. AAC Technologies Holdings Inc. Competitive Strengths & Weaknesses

Table 137. Global Key Players of Screen Sound Technology Upstream (Raw Materials)

Table 138. Global Screen Sound Technology Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Screen Sound Technology Picture

Figure 2. World Screen Sound Technology Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Screen Sound Technology Total Revenue (2021-2032) & (USD Million)

Figure 4. World Screen Sound Technology Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Screen Sound Technology Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Screen Sound Technology Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Screen Sound Technology Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Screen Sound Technology Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Screen Sound Technology Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Screen Sound Technology Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Screen Sound Technology Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Screen Sound Technology Revenue (2021-2032) & (USD Million)

Figure 13. Screen Sound Technology Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Screen Sound Technology Consumption Value (2021-2032) & (USD Million)

Figure 16. World Screen Sound Technology Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Screen Sound Technology Consumption Value (2021-2032) & (USD Million)

Figure 18. China Screen Sound Technology Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Screen Sound Technology Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Screen Sound Technology Consumption Value (2021-2032) & (USD Million)

Million)

Figure 21. South Korea Screen Sound Technology Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Screen Sound Technology Consumption Value (2021-2032) & (USD Million)

Figure 23. India Screen Sound Technology Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Screen Sound Technology by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Screen Sound Technology Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Screen Sound Technology Markets in 2025

Figure 27. United States VS China: Screen Sound Technology Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Screen Sound Technology Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Screen Sound Technology Market Size by Display Carrier, (USD Million), 2021 & 2025 & 2032

Figure 30. World Screen Sound Technology Market Size Market Share by Display Carrier in 2025

Figure 31. OLED Screen Sound

Figure 32. LCD Screen Sound

Figure 33. Projection Screen Sound

Figure 34. Other

Figure 35. World Screen Sound Technology Market Size Market Share by Display Carrier (2021-2032)

Figure 36. World Screen Sound Technology Market Size by Acoustic Function, (USD Million), 2021 & 2025 & 2032

Figure 37. World Screen Sound Technology Market Size Market Share by Acoustic Function in 2025

Figure 38. Call Receiver Function

Figure 39. Media Playback Function

Figure 40. Audio-Visual Positioning Function

Figure 41. Other

Figure 42. World Screen Sound Technology Market Size Market Share by Acoustic Function (2021-2032)

Figure 43. World Screen Sound Technology Market Size by Sound Generation Mechanism, (USD Million), 2021 & 2025 & 2032

Figure 44. World Screen Sound Technology Market Size Market Share by Sound Generation Mechanism in 2025

Figure 45. Direct Screen Vibration Sound

Figure 46. Body Conduction Vibration Sound

Figure 47. Display Glass Excitation Sound

Figure 48. Other

Figure 49. World Screen Sound Technology Market Size Market Share by Sound Generation Mechanism (2021-2032)

Figure 50. World Screen Sound Technology Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 51. World Screen Sound Technology Market Size Market Share by Application in 2025

Figure 52. Full-Screen Smartphone Calling

Figure 53. Premium TV Audio-Visual Integration

Figure 54. Laser TV Home Theater

Figure 55. Automotive Cockpit Display Interaction

Figure 56. Industrial and IoT Terminal Interaction

Figure 57. World Screen Sound Technology Market Size Market Share by Application (2021-2032)

Figure 58. Screen Sound Technology Industrial Chain

Figure 59. Methodology

Figure 60. Research Process and Data Source

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