

# Global Smart Soundbar 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 Smart Soundbar market size was valued at US\$ 2991 million in 2025 and is forecast to a readjusted size of US\$ 3935 million by 2032 with a CAGR of 3.8% during review period.

A smart soundbar is a soundbar product that, in addition to the basic acoustic playback functions of a traditional soundbar, further integrates capabilities such as Wi-Fi connectivity, voice interaction, app-based control, streaming, multi-device interconnection, and algorithm-based audio optimization. Its core defining criterion is not whether it includes Bluetooth, but whether it provides intelligent function extensions enabled by network connectivity, such as voice assistant support, app management, AirPlay or Chromecast streaming, multi-room audio linking, room calibration, or adaptive sound optimization. Therefore, the essence of a smart soundbar is no longer limited to that of an audio playback device; rather, it is a household smart audio terminal that combines playback, connectivity, control, and scenario-based coordination. Bose Smart Soundbar is a typical example of this category. In 2025, global production of smart soundbars reached 14.49 million units, with an average selling price of USD 200.6 per unit.

The smart soundbar industry refers to an intelligent audio terminal sector based on traditional soundbar speaker form factors, further integrating capabilities such as network connectivity, voice interaction, streaming services, multi-device interconnection, and algorithm-driven audio optimization. These products have evolved from conventional home theater audio equipment into one of the key audio entry points in smart home ecosystems, widely used in home entertainment, living room smart hubs, and multi-room audio system setups.

In terms of product structure, the industry mainly consists of basic soundbars and smart soundbars, with the share of smart soundbars continuing to increase and gradually concentrating in the mid-to-high-end market. Smart functionality has become the key differentiating factor, primarily reflected in voice assistant integration, app-based control, wireless streaming protocol support, and automatic room calibration. Product formats are mainly 2.0, 2.1, and multi-channel virtual surround systems, while high-end products increasingly integrate standalone subwoofers and multi-driver array architectures.

From an application perspective, smart soundbars are mainly used in living room scenarios and serve as the mainstream upgrade solution for external TV audio systems. They are also gradually penetrating bedrooms, studies, and small commercial spaces. Regionally, North America and Europe are relatively mature markets with high requirements for smart features and ecosystem compatibility, while Asia-Pacific continues to grow rapidly driven by consumption upgrading and smart home adoption. China, in particular, demonstrates strong trends in cost-performance optimization and ecosystem integration supported by local brands.

In terms of the industrial chain, upstream segments include acoustic components (speaker drivers, power amplifier chips), wireless communication modules (Wi-Fi, Bluetooth), SoC chips, and algorithm providers. The midstream consists of OEM manufacturing and system integration, dominated by specialized audio companies and consumer electronics brands. Downstream covers distribution channels and end users, including offline retail, e-commerce platforms, and TV OEM bundling channels. Cost structure is primarily driven by acoustic components and semiconductor chips, followed by enclosure materials and software algorithm R&D investment.

Regarding the competitive landscape, the industry is relatively concentrated, with the high-end segment led by brands such as Bose, Sonos, and Sony, while the mid-range market is dominated by TV ecosystem players such as Samsung and LG. Overall, the industry is still in a phase of deepening smartification and ecosystem integration, with product evolution shifting from standalone audio devices toward integrated home smart terminals. Future growth is expected to be driven mainly by increasing penetration of smart features and upgrading demand for home entertainment systems.

This report is a detailed and comprehensive analysis for global Smart Soundbar market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that

contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

#### Key Features:

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

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

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

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

#### The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Smart Soundbar

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

To assess competitive factors affecting the marketplace

This report profiles key players in the global Smart Soundbar 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 Samsung, Sony, LG, Bose, Walmart, Sonos, Yamaha, Hisense, Philips, Panasonic, etc.

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

## Market Segmentation

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

### Market segment by Type

All-in-One Smart Soundbar

Component-Based Smart Soundbar

### Market segment by Installation Method

Wall-mounted Type

Mobile Type

### Market segment by Sales Channel

Direct Sales

Distribution

### Market segment by Application

Home Audio

Commercial

### Major players covered

Samsung

Sony

LG

Bose

Walmart

Sonos

Yamaha

Hisense

Philips

Panasonic

Sound United

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

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

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

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

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

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

Chapter 1, to describe Smart Soundbar product scope, market overview, market

estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Smart Soundbar, with price, sales quantity, revenue, and global market share of Smart Soundbar from 2021 to 2026.

Chapter 3, the Smart Soundbar competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Smart Soundbar breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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

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

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

Chapter 13, the key raw materials and key suppliers, and industry chain of Smart Soundbar.

Chapter 14 and 15, to describe Smart Soundbar sales channel, distributors, customers, research findings and conclusion.

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