

Global Soundbars Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Soundbars market size is expected to reach \$ 5235 million by 2032, rising at a market growth of 2.8% CAGR during the forecast period (2026-2032).

A soundbar, also known as a speaker bar, is a self-contained loudspeaker system that integrates multiple speaker drivers and acoustic channels within a single elongated enclosure. It is designed to be positioned above or below a television, monitor, or home theater display to deliver enhanced audio performance in a compact form factor. Compared with built-in TV or monitor speakers, a soundbar provides clearer dialogue, improved frequency response, stronger bass performance, and a wider soundstage, while avoiding the installation complexity associated with traditional multi-speaker surround sound systems. As a result, soundbars are widely used as a space-saving and user-friendly audio solution for home entertainment applications. In 2025, global soundbar production reached 23.32 million units, with an average selling price of USD 177.6 per unit.

The soundbar market remains a structurally attractive segment within home entertainment, supported by the ongoing gap between ultra-thin TV form factors and consumer expectations for higher-quality audio performance. Demand continues to be supported by rising household adoption of large-screen TVs, increasing consumer interest in immersive home audio, and the continued expansion of streaming-led entertainment consumption.

From a product perspective, the market has evolved from basic 2.0-channel and 2.1-channel models toward a broader portfolio spanning entry-level, mid-range, and premium offerings. Dolby Atmos-enabled products, wireless subwoofer bundles, and rear-speaker-compatible systems are becoming more common, reflecting a clear

premiumization trend. At the same time, the low-end market remains highly volume-driven, with strong competition from value-oriented brands and ODM-based products. As a result, the industry is characterized by a dual-track structure in which premium models support value growth, while mass-market models remain the main contributors to shipment volume.

From a regional channel perspective, North America and Europe remain the most mature branded retail markets for soundbars, supported by strong organized retail presence, established premium-brand visibility, and broad product availability across both offline and online channels. Japan and South Korea are also important developed markets, with Japan showing a relatively mature branded retail structure and South Korea featuring stronger concentration around domestic leading brands. China is an important market but appears more e-commerce-driven, more price-sensitive, and more fragmented by brand and price band. India, Southeast Asia, and Latin America are emerging as meaningful growth regions, supported by improving retail visibility, rising middle-class consumption, and stronger penetration of televisions and digital entertainment devices. These regions are expected to contribute a rising share of future volume growth, particularly in entry-level and mid-range segments.

On the supply side, the soundbar industry benefits from a relatively mature manufacturing ecosystem centered in China and Southeast Asia, covering audio ICs, speaker drivers, PCB/PCBA, plastics, adapters, and final assembly. This mature supply chain supports efficient product iteration, cost control, and outsourcing flexibility for both established brands and new entrants. However, competition remains intense. Major global brands such as Samsung, LG, Sony, Bose, Sonos, TCL, Hisense, Yamaha, and Philips, together with numerous value-oriented challengers, continue to compete across overlapping price points. Competitive rivalry is therefore high, while barriers to entry remain moderate, especially for participants targeting the low-end and online-driven segments.

In conclusion, the soundbar market is expected to remain on a steady growth path, with future expansion driven by home entertainment upgrades, premium audio adoption, ecosystem integration with smart TVs, and deeper penetration in developing retail markets. At the same time, margin performance is likely to remain uneven due to pricing pressure, feature standardization in mainstream segments, and frequent promotional activity. Companies that are best positioned to capture long-term value are those with strong brand recognition, differentiated acoustic tuning capabilities, efficient supply chain management, and well-developed multichannel distribution networks. Overall, the market remains attractive, but success will depend less on simple participation and

more on product positioning, channel execution, and sustained brand differentiation.

This report studies the global Soundbars production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Soundbars total production and demand, 2021-2032, (K Units)

Global Soundbars total production value, 2021-2032, (USD Million)

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

Global Soundbars consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Soundbars domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global Soundbars 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 Samsung, Vizio Inc., Sony, LG, Bose, Yamaha, Sonos, Sound United, VOXX, Sharp, 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 Soundbars market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/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 Soundbars Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Soundbars Market, Segmentation by Type:

Wall-mounted Type

Mobile Type

Global Soundbars Market, Segmentation by Intelligence Level:

Smart Soundbar

Traditional Soundbar

Global Soundbars Market, Segmentation by Sales Channel:

Direct Sales

Distribution

Global Soundbars Market, Segmentation by Application:

Home Audio

Commercial

Companies Profiled:

Samsung

Vizio Inc.

Sony

LG

Bose

Yamaha

Sonos

Sound United

VOXX

Sharp

Philips

Panasonic

JVC

ZVOX Audio

ILive

Martin Logan

Edifier

Key Questions Answered:

1. How big is the global Soundbars market?
2. What is the demand of the global Soundbars market?
3. What is the year over year growth of the global Soundbars market?
4. What is the production and production value of the global Soundbars market?
5. Who are the key producers in the global Soundbars market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

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

2 DEMAND SUMMARY

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

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Soundbars Production Value by Manufacturer (2021-2026)
- 3.2 World Soundbars Production by Manufacturer (2021-2026)
- 3.3 World Soundbars Average Price by Manufacturer (2021-2026)
- 3.4 Soundbars Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Soundbars Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Soundbars in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Soundbars in 2025
- 3.6 Soundbars Market: Overall Company Footprint Analysis
 - 3.6.1 Soundbars Market: Region Footprint
 - 3.6.2 Soundbars Market: Company Product Type Footprint
 - 3.6.3 Soundbars 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: Soundbars Production Value Comparison
 - 4.1.1 United States VS China: Soundbars Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Soundbars Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Soundbars Production Comparison
 - 4.2.1 United States VS China: Soundbars Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Soundbars Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Soundbars Consumption Comparison
 - 4.3.1 United States VS China: Soundbars Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Soundbars Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Soundbars Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Soundbars Manufacturers, Headquarters and Production

Site (States, Country)

4.4.2 United States Based Manufacturers Soundbars Production Value (2021-2026)

4.4.3 United States Based Manufacturers Soundbars Production (2021-2026)

4.5 China Based Soundbars Manufacturers and Market Share

4.5.1 China Based Soundbars Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Soundbars Production Value (2021-2026)

4.5.3 China Based Manufacturers Soundbars Production (2021-2026)

4.6 Rest of World Based Soundbars Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Soundbars Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Soundbars Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Soundbars Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Soundbars Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Wall-mounted Type

5.2.2 Mobile Type

5.3 Market Segment by Type

5.3.1 World Soundbars Production by Type (2021-2032)

5.3.2 World Soundbars Production Value by Type (2021-2032)

5.3.3 World Soundbars Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY INTELLIGENCE LEVEL

6.1 World Soundbars Market Size Overview by Intelligence Level: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Intelligence Level

6.2.1 Smart Soundbar

6.2.2 Traditional Soundbar

6.3 Market Segment by Intelligence Level

6.3.1 World Soundbars Production by Intelligence Level (2021-2032)

6.3.2 World Soundbars Production Value by Intelligence Level (2021-2032)

6.3.3 World Soundbars Average Price by Intelligence Level (2021-2032)

7 MARKET ANALYSIS BY SALES CHANNEL

7.1 World Soundbars Market Size Overview by Sales Channel: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Sales Channel

7.2.1 Direct Sales

7.2.2 Distribution

7.3 Market Segment by Sales Channel

7.3.1 World Soundbars Production by Sales Channel (2021-2032)

7.3.2 World Soundbars Production Value by Sales Channel (2021-2032)

7.3.3 World Soundbars Average Price by Sales Channel (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Soundbars Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Home Audio

8.2.2 Commercial

8.3 Market Segment by Application

8.3.1 World Soundbars Production by Application (2021-2032)

8.3.2 World Soundbars Production Value by Application (2021-2032)

8.3.3 World Soundbars Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Samsung

9.1.1 Samsung Details

9.1.2 Samsung Major Business

9.1.3 Samsung Soundbars Product and Services

9.1.4 Samsung Soundbars Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Samsung Recent Developments/Updates

9.1.6 Samsung Competitive Strengths & Weaknesses

9.2 Vizio Inc.

9.2.1 Vizio Inc. Details

9.2.2 Vizio Inc. Major Business

9.2.3 Vizio Inc. Soundbars Product and Services

9.2.4 Vizio Inc. Soundbars Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 Vizio Inc. Recent Developments/Updates

9.2.6 Vizio Inc. Competitive Strengths & Weaknesses

9.3 Sony

- 9.3.1 Sony Details
- 9.3.2 Sony Major Business
- 9.3.3 Sony Soundbars Product and Services
- 9.3.4 Sony Soundbars Production, Price, Value, Gross Margin and Market Share
(2021-2026)
- 9.3.5 Sony Recent Developments/Updates
- 9.3.6 Sony Competitive Strengths & Weaknesses
- 9.4 LG
 - 9.4.1 LG Details
 - 9.4.2 LG Major Business
 - 9.4.3 LG Soundbars Product and Services
 - 9.4.4 LG Soundbars Production, Price, Value, Gross Margin and Market Share
(2021-2026)
 - 9.4.5 LG Recent Developments/Updates
 - 9.4.6 LG Competitive Strengths & Weaknesses
- 9.5 Bose
 - 9.5.1 Bose Details
 - 9.5.2 Bose Major Business
 - 9.5.3 Bose Soundbars Product and Services
 - 9.5.4 Bose Soundbars Production, Price, Value, Gross Margin and Market Share
(2021-2026)
 - 9.5.5 Bose Recent Developments/Updates
 - 9.5.6 Bose Competitive Strengths & Weaknesses
- 9.6 Yamaha
 - 9.6.1 Yamaha Details
 - 9.6.2 Yamaha Major Business
 - 9.6.3 Yamaha Soundbars Product and Services
 - 9.6.4 Yamaha Soundbars Production, Price, Value, Gross Margin and Market Share
(2021-2026)
 - 9.6.5 Yamaha Recent Developments/Updates
 - 9.6.6 Yamaha Competitive Strengths & Weaknesses
- 9.7 Sonos
 - 9.7.1 Sonos Details
 - 9.7.2 Sonos Major Business
 - 9.7.3 Sonos Soundbars Product and Services
 - 9.7.4 Sonos Soundbars Production, Price, Value, Gross Margin and Market Share
(2021-2026)
 - 9.7.5 Sonos Recent Developments/Updates
 - 9.7.6 Sonos Competitive Strengths & Weaknesses

9.8 Sound United

9.8.1 Sound United Details

9.8.2 Sound United Major Business

9.8.3 Sound United Soundbars Product and Services

9.8.4 Sound United Soundbars Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.8.5 Sound United Recent Developments/Updates

9.8.6 Sound United Competitive Strengths & Weaknesses

9.9 VOXX

9.9.1 VOXX Details

9.9.2 VOXX Major Business

9.9.3 VOXX Soundbars Product and Services

9.9.4 VOXX Soundbars Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.9.5 VOXX Recent Developments/Updates

9.9.6 VOXX Competitive Strengths & Weaknesses

9.10 Sharp

9.10.1 Sharp Details

9.10.2 Sharp Major Business

9.10.3 Sharp Soundbars Product and Services

9.10.4 Sharp Soundbars Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.10.5 Sharp Recent Developments/Updates

9.10.6 Sharp Competitive Strengths & Weaknesses

9.11 Philips

9.11.1 Philips Details

9.11.2 Philips Major Business

9.11.3 Philips Soundbars Product and Services

9.11.4 Philips Soundbars Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.11.5 Philips Recent Developments/Updates

9.11.6 Philips Competitive Strengths & Weaknesses

9.12 Panasonic

9.12.1 Panasonic Details

9.12.2 Panasonic Major Business

9.12.3 Panasonic Soundbars Product and Services

9.12.4 Panasonic Soundbars Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.12.5 Panasonic Recent Developments/Updates

- 9.12.6 Panasonic Competitive Strengths & Weaknesses
- 9.13 JVC
 - 9.13.1 JVC Details
 - 9.13.2 JVC Major Business
 - 9.13.3 JVC Soundbars Product and Services
 - 9.13.4 JVC Soundbars Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.13.5 JVC Recent Developments/Updates
 - 9.13.6 JVC Competitive Strengths & Weaknesses
- 9.14 ZVOX Audio
 - 9.14.1 ZVOX Audio Details
 - 9.14.2 ZVOX Audio Major Business
 - 9.14.3 ZVOX Audio Soundbars Product and Services
 - 9.14.4 ZVOX Audio Soundbars Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.14.5 ZVOX Audio Recent Developments/Updates
 - 9.14.6 ZVOX Audio Competitive Strengths & Weaknesses
- 9.15 ILive
 - 9.15.1 ILive Details
 - 9.15.2 ILive Major Business
 - 9.15.3 ILive Soundbars Product and Services
 - 9.15.4 ILive Soundbars Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.15.5 ILive Recent Developments/Updates
 - 9.15.6 ILive Competitive Strengths & Weaknesses
- 9.16 Martin Logan
 - 9.16.1 Martin Logan Details
 - 9.16.2 Martin Logan Major Business
 - 9.16.3 Martin Logan Soundbars Product and Services
 - 9.16.4 Martin Logan Soundbars Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.16.5 Martin Logan Recent Developments/Updates
 - 9.16.6 Martin Logan Competitive Strengths & Weaknesses
- 9.17 Edifier
 - 9.17.1 Edifier Details
 - 9.17.2 Edifier Major Business
 - 9.17.3 Edifier Soundbars Product and Services
 - 9.17.4 Edifier Soundbars Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.17.5 Edifier Recent Developments/Updates

9.17.6 Edifier Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Soundbars Industry Chain

10.2 Soundbars Upstream Analysis

10.2.1 Soundbars Core Raw Materials

10.2.2 Main Manufacturers of Soundbars Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Soundbars Production Mode

10.6 Soundbars Procurement Model

10.7 Soundbars Industry Sales Model and Sales Channels

10.7.1 Soundbars Sales Model

10.7.2 Soundbars 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 Soundbars Production Value by Region (2021, 2025 and 2032) & (USD Million)

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

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

Table 4. World Soundbars Production Value Market Share by Region (2021-2026)

Table 5. World Soundbars Production Value Market Share by Region (2027-2032)

Table 6. World Soundbars Production by Region (2021-2026) & (K Units)

Table 7. World Soundbars Production by Region (2027-2032) & (K Units)

Table 8. World Soundbars Production Market Share by Region (2021-2026)

Table 9. World Soundbars Production Market Share by Region (2027-2032)

Table 10. World Soundbars Average Price by Region (2021-2026) & (USD/Unit)

Table 11. World Soundbars Average Price by Region (2027-2032) & (USD/Unit)

Table 12. Soundbars Major Market Trends

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

Table 14. World Soundbars Consumption by Region (2021-2026) & (K Units)

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

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

Table 17. Production Value Market Share of Key Soundbars Producers in 2025

Table 18. World Soundbars Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Soundbars Producers in 2025

Table 20. World Soundbars Average Price by Manufacturer (2021-2026) & (USD/Unit)

Table 21. Global Soundbars Company Evaluation Quadrant

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

Table 23. Head Office and Soundbars Production Site of Key Manufacturer

Table 24. Soundbars Market: Company Product Type Footprint

Table 25. Soundbars Market: Company Product Application Footprint

Table 26. Soundbars Competitive Factors

Table 27. Soundbars New Entrant and Capacity Expansion Plans

Table 28. Soundbars Mergers & Acquisitions Activity

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

Table 30. United States VS China Soundbars Production Comparison, (2021 & 2025 &

2032) & (K Units)

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

Table 32. United States Based Soundbars Manufacturers, Headquarters and Production Site (States, Country)

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

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

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

Table 36. United States Based Manufacturers Soundbars Production Market Share (2021-2026)

Table 37. China Based Soundbars Manufacturers, Headquarters and Production Site (Province, Country)

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

Table 39. China Based Manufacturers Soundbars Production Value Market Share (2021-2026)

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

Table 41. China Based Manufacturers Soundbars Production Market Share (2021-2026)

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

Table 43. Rest of World Based Manufacturers Soundbars Production Value, (2021-2026) & (USD Million)

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

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

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

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

Table 48. World Soundbars Production by Type (2021-2026) & (K Units)

Table 49. World Soundbars Production by Type (2027-2032) & (K Units)

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

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

Table 52. World Soundbars Average Price by Type (2021-2026) & (USD/Unit)

- Table 53. World Soundbars Average Price by Type (2027-2032) & (USD/Unit)
- Table 54. World Soundbars Production Value by Intelligence Level, (USD Million), 2021 & 2025 & 2032
- Table 55. World Soundbars Production by Intelligence Level (2021-2026) & (K Units)
- Table 56. World Soundbars Production by Intelligence Level (2027-2032) & (K Units)
- Table 57. World Soundbars Production Value by Intelligence Level (2021-2026) & (USD Million)
- Table 58. World Soundbars Production Value by Intelligence Level (2027-2032) & (USD Million)
- Table 59. World Soundbars Average Price by Intelligence Level (2021-2026) & (USD/Unit)
- Table 60. World Soundbars Average Price by Intelligence Level (2027-2032) & (USD/Unit)
- Table 61. World Soundbars Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032
- Table 62. World Soundbars Production by Sales Channel (2021-2026) & (K Units)
- Table 63. World Soundbars Production by Sales Channel (2027-2032) & (K Units)
- Table 64. World Soundbars Production Value by Sales Channel (2021-2026) & (USD Million)
- Table 65. World Soundbars Production Value by Sales Channel (2027-2032) & (USD Million)
- Table 66. World Soundbars Average Price by Sales Channel (2021-2026) & (USD/Unit)
- Table 67. World Soundbars Average Price by Sales Channel (2027-2032) & (USD/Unit)
- Table 68. World Soundbars Production Value by Application, (USD Million), 2021 & 2025 & 2032
- Table 69. World Soundbars Production by Application (2021-2026) & (K Units)
- Table 70. World Soundbars Production by Application (2027-2032) & (K Units)
- Table 71. World Soundbars Production Value by Application (2021-2026) & (USD Million)
- Table 72. World Soundbars Production Value by Application (2027-2032) & (USD Million)
- Table 73. World Soundbars Average Price by Application (2021-2026) & (USD/Unit)
- Table 74. World Soundbars Average Price by Application (2027-2032) & (USD/Unit)
- Table 75. Samsung Basic Information, Manufacturing Base and Competitors
- Table 76. Samsung Major Business
- Table 77. Samsung Soundbars Product and Services
- Table 78. Samsung Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 79. Samsung Recent Developments/Updates

- Table 80. Samsung Competitive Strengths & Weaknesses
- Table 81. Vizio Inc. Basic Information, Manufacturing Base and Competitors
- Table 82. Vizio Inc. Major Business
- Table 83. Vizio Inc. Soundbars Product and Services
- Table 84. Vizio Inc. Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 85. Vizio Inc. Recent Developments/Updates
- Table 86. Vizio Inc. Competitive Strengths & Weaknesses
- Table 87. Sony Basic Information, Manufacturing Base and Competitors
- Table 88. Sony Major Business
- Table 89. Sony Soundbars Product and Services
- Table 90. Sony Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Sony Recent Developments/Updates
- Table 92. Sony Competitive Strengths & Weaknesses
- Table 93. LG Basic Information, Manufacturing Base and Competitors
- Table 94. LG Major Business
- Table 95. LG Soundbars Product and Services
- Table 96. LG Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. LG Recent Developments/Updates
- Table 98. LG Competitive Strengths & Weaknesses
- Table 99. Bose Basic Information, Manufacturing Base and Competitors
- Table 100. Bose Major Business
- Table 101. Bose Soundbars Product and Services
- Table 102. Bose Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. Bose Recent Developments/Updates
- Table 104. Bose Competitive Strengths & Weaknesses
- Table 105. Yamaha Basic Information, Manufacturing Base and Competitors
- Table 106. Yamaha Major Business
- Table 107. Yamaha Soundbars Product and Services
- Table 108. Yamaha Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. Yamaha Recent Developments/Updates
- Table 110. Yamaha Competitive Strengths & Weaknesses
- Table 111. Sonos Basic Information, Manufacturing Base and Competitors
- Table 112. Sonos Major Business
- Table 113. Sonos Soundbars Product and Services

- Table 114. Sonos Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. Sonos Recent Developments/Updates
- Table 116. Sonos Competitive Strengths & Weaknesses
- Table 117. Sound United Basic Information, Manufacturing Base and Competitors
- Table 118. Sound United Major Business
- Table 119. Sound United Soundbars Product and Services
- Table 120. Sound United Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 121. Sound United Recent Developments/Updates
- Table 122. Sound United Competitive Strengths & Weaknesses
- Table 123. VOXX Basic Information, Manufacturing Base and Competitors
- Table 124. VOXX Major Business
- Table 125. VOXX Soundbars Product and Services
- Table 126. VOXX Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 127. VOXX Recent Developments/Updates
- Table 128. VOXX Competitive Strengths & Weaknesses
- Table 129. Sharp Basic Information, Manufacturing Base and Competitors
- Table 130. Sharp Major Business
- Table 131. Sharp Soundbars Product and Services
- Table 132. Sharp Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 133. Sharp Recent Developments/Updates
- Table 134. Sharp Competitive Strengths & Weaknesses
- Table 135. Philips Basic Information, Manufacturing Base and Competitors
- Table 136. Philips Major Business
- Table 137. Philips Soundbars Product and Services
- Table 138. Philips Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 139. Philips Recent Developments/Updates
- Table 140. Philips Competitive Strengths & Weaknesses
- Table 141. Panasonic Basic Information, Manufacturing Base and Competitors
- Table 142. Panasonic Major Business
- Table 143. Panasonic Soundbars Product and Services
- Table 144. Panasonic Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 145. Panasonic Recent Developments/Updates
- Table 146. Panasonic Competitive Strengths & Weaknesses

- Table 147. JVC Basic Information, Manufacturing Base and Competitors
- Table 148. JVC Major Business
- Table 149. JVC Soundbars Product and Services
- Table 150. JVC Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 151. JVC Recent Developments/Updates
- Table 152. JVC Competitive Strengths & Weaknesses
- Table 153. ZVOX Audio Basic Information, Manufacturing Base and Competitors
- Table 154. ZVOX Audio Major Business
- Table 155. ZVOX Audio Soundbars Product and Services
- Table 156. ZVOX Audio Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 157. ZVOX Audio Recent Developments/Updates
- Table 158. ZVOX Audio Competitive Strengths & Weaknesses
- Table 159. ILive Basic Information, Manufacturing Base and Competitors
- Table 160. ILive Major Business
- Table 161. ILive Soundbars Product and Services
- Table 162. ILive Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 163. ILive Recent Developments/Updates
- Table 164. ILive Competitive Strengths & Weaknesses
- Table 165. Martin Logan Basic Information, Manufacturing Base and Competitors
- Table 166. Martin Logan Major Business
- Table 167. Martin Logan Soundbars Product and Services
- Table 168. Martin Logan Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 169. Martin Logan Recent Developments/Updates
- Table 170. Martin Logan Competitive Strengths & Weaknesses
- Table 171. Edifier Basic Information, Manufacturing Base and Competitors
- Table 172. Edifier Major Business
- Table 173. Edifier Soundbars Product and Services
- Table 174. Edifier Soundbars Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 175. Edifier Recent Developments/Updates
- Table 176. Edifier Competitive Strengths & Weaknesses
- Table 177. Global Key Players of Soundbars Upstream (Raw Materials)
- Table 178. Global Soundbars Typical Customers
- Table 179. Soundbars Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Soundbars Picture

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

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

Figure 4. World Soundbars Production (2021-2032) & (K Units)

Figure 5. World Soundbars Average Price (2021-2032) & (USD/Unit)

Figure 6. World Soundbars Production Value Market Share by Region (2021-2032)

Figure 7. World Soundbars Production Market Share by Region (2021-2032)

Figure 8. North America Soundbars Production (2021-2032) & (K Units)

Figure 9. Europe Soundbars Production (2021-2032) & (K Units)

Figure 10. China Soundbars Production (2021-2032) & (K Units)

Figure 11. Japan Soundbars Production (2021-2032) & (K Units)

Figure 12. Southeast Asia Soundbars Production (2021-2032) & (K Units)

Figure 13. India Soundbars Production (2021-2032) & (K Units)

Figure 14. Soundbars Market Drivers

Figure 15. Factors Affecting Demand

Figure 16. World Soundbars Consumption (2021-2032) & (K Units)

Figure 17. World Soundbars Consumption Market Share by Region (2021-2032)

Figure 18. United States Soundbars Consumption (2021-2032) & (K Units)

Figure 19. China Soundbars Consumption (2021-2032) & (K Units)

Figure 20. Europe Soundbars Consumption (2021-2032) & (K Units)

Figure 21. Japan Soundbars Consumption (2021-2032) & (K Units)

Figure 22. South Korea Soundbars Consumption (2021-2032) & (K Units)

Figure 23. ASEAN Soundbars Consumption (2021-2032) & (K Units)

Figure 24. India Soundbars Consumption (2021-2032) & (K Units)

Figure 25. Producer Shipments of Soundbars by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 26. Global Four-firm Concentration Ratios (CR4) for Soundbars Markets in 2025

Figure 27. Global Four-firm Concentration Ratios (CR8) for Soundbars Markets in 2025

Figure 28. United States VS China: Soundbars Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: Soundbars Production Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: Soundbars Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 31. United States Based Manufacturers Soundbars Production Market Share

2025

Figure 32. China Based Manufacturers Soundbars Production Market Share 2025

Figure 33. Rest of World Based Manufacturers Soundbars Production Market Share 2025

Figure 34. World Soundbars Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 35. World Soundbars Production Value Market Share by Type in 2025

Figure 36. Wall-mounted Type

Figure 37. Mobile Type

Figure 38. World Soundbars Production Market Share by Type (2021-2032)

Figure 39. World Soundbars Production Value Market Share by Type (2021-2032)

Figure 40. World Soundbars Average Price by Type (2021-2032) & (USD/Unit)

Figure 41. World Soundbars Production Value by Intelligence Level, (USD Million), 2021 & 2025 & 2032

Figure 42. World Soundbars Production Value Market Share by Intelligence Level in 2025

Figure 43. Smart Soundbar

Figure 44. Traditional Soundbar

Figure 45. World Soundbars Production Market Share by Intelligence Level (2021-2032)

Figure 46. World Soundbars Production Value Market Share by Intelligence Level (2021-2032)

Figure 47. World Soundbars Average Price by Intelligence Level (2021-2032) & (USD/Unit)

Figure 48. World Soundbars Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032

Figure 49. World Soundbars Production Value Market Share by Sales Channel in 2025

Figure 50. Direct Sales

Figure 51. Distribution

Figure 52. World Soundbars Production Market Share by Sales Channel (2021-2032)

Figure 53. World Soundbars Production Value Market Share by Sales Channel (2021-2032)

Figure 54. World Soundbars Average Price by Sales Channel (2021-2032) & (USD/Unit)

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

Figure 56. World Soundbars Production Value Market Share by Application in 2025

Figure 57. Home Audio

Figure 58. Commercial

Figure 59. World Soundbars Production Market Share by Application (2021-2032)

Figure 60. World Soundbars Production Value Market Share by Application (2021-2032)

Figure 61. World Soundbars Average Price by Application (2021-2032) & (USD/Unit)

Figure 62. Soundbars Industry Chain

Figure 63. Soundbars Procurement Model

Figure 64. Soundbars Sales Model

Figure 65. Soundbars Sales Channels, Direct Sales, and Distribution

Figure 66. Methodology

Figure 67. Research Process and Data Source

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