

Global Ultrasonic Directional Speakers Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Ultrasonic Directional Speakers market size is expected to reach \$ 159 million by 2032, rising at a market growth of 6.6% CAGR during the forecast period (2026-2032).

In 2025, global sales of ultrasonic directional speakers are projected to reach approximately 143,000 units, with an average price of approximately \$650 per unit.

An ultrasonic directional speaker is an audio device that utilizes ultrasonic technology to achieve directional sound propagation. It primarily relies on the nonlinear effects of ultrasonics to modulate audio signals onto ultrasonic carrier waves. Its working principle involves converting electrical signals into ultrasonic signals through a transducer, which then propagate through the air. Since the frequency of ultrasonic waves exceeds the audible range of human ears (typically above 20kHz), people cannot directly hear the ultrasonic waves themselves during propagation. However, when these ultrasonic signals encounter nonlinear interactions in media such as air during propagation, self-demodulation occurs, generating audible sound. Moreover, the sound can be controlled to propagate directionally within a relatively narrow beam. The industry chain for ultrasonic directional speakers can be broadly divided into three segments: upstream (core components and materials), midstream (complete unit manufacturing and system integration), and downstream (application scenarios). The upstream segment primarily encompasses piezoelectric ceramic materials, ultrasonic transducers, driver chips, DSP/MCU control chips, power amplifiers, PCBs, power modules, structural components, housing materials, acoustic grilles, and cable connectors. Downstream applications mainly span scenarios such as museums, exhibition halls, digital signage, and outdoor advertising.

Ultrasonic directional speakers achieve directional sound propagation by leveraging the nonlinear effects of ultrasound waves. Market growth for these devices is driven by a confluence of factors, including technological advancements, the expansion of application scenarios, supportive government policies, and shifting societal demands. The following analysis delves into the core drivers underpinning this growth:

Explosive Demand for Acoustic Environment Management in Public Spaces

Information Accessibility Without Undue Disturbance Becomes a Core Requirement

Public venues—such as shopping malls, exhibition halls, and government service centers—are placing increasingly high demands on the quality of user experience. Traditional omnidirectional audio systems often result in information clutter and noise pollution. By enabling spatial acoustic zoning, ultrasonic directional speakers facilitate the delivery of differentiated audio content within environments where multiple audio streams coexist. For instance, a single large hall can simultaneously broadcast guided tours in different languages ??without mutual interference, thereby generating a sustained and structural demand for such engineered solutions.

Accelerated Expansion of Applications in Public Welfare and Daily Life

Directional audio technology effectively resolves acoustic conflicts between public activities and residential living. A case in point is the Chengdu Eastern New Area: following the deployment of directional audio equipment to mitigate noise from 'square dancing' in 2025, the average noise level in surrounding residential areas dropped by 15 decibels, and the volume of noise-related complaints decreased by 66% year-on-year. Such successful implementations are fueling growing demand for directional speakers in various sectors, including community governance and outdoor security.

Digital Scenario Upgrades Drive Demand Growth

Expansion of Interactive Digital Signage Scenarios

Digital signage is evolving from mere 'visual display' to 'interactive experience,' with audio emerging as a critical conversion tool for increasing user dwell time, guiding pedestrian flow, and triggering purchase decisions. The precise sound-projection capabilities of ultrasonic directional speakers minimize noise pollution while simultaneously enhancing the efficiency with which advertising messages reach their intended audience. For example, in retail display projects, directional speakers can

broadcast promotional messages specifically targeted at particular customer segments; this capability has now become a standard feature requirement.

Unlocking Demand for Acoustic Optimization in High-Reverberation Spaces

In venues that traditionally present significant acoustic challenges for sound reinforcement—such as churches and station concourses—beam-steering array technology offers an effective solution. By avoiding sound reflections off ceilings and side walls, this technology can improve speech intelligibility by over 40%. Such technological breakthroughs are driving the rapid penetration of directional audio systems into the fixed-installation market, thereby creating a new incremental market segment valued in the tens of billions. Policy Support and Refinement of Industry Standards

Accelerated Urban Renewal and Construction of Public Cultural Facilities

The construction of public cultural facilities—including museums, science and technology centers, and cultural hubs—is accelerating across the country. It is projected that between 2025 and 2030, over 2,000 new museums will be established nationwide. With each venue allocating an average investment of approximately 500,000 to 2 million RMB for directional speaker systems, this trend presents a definitive market opportunity.

Policies Promoting Privacy Protection and Noise Control

In settings such as bank ATMs and hospital self-service registration kiosks, directional speakers are utilized to deliver operational instructions and medical information, thereby effectively safeguarding user privacy.

This report studies the global Ultrasonic Directional Speakers production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Ultrasonic Directional Speakers total production and demand, 2021-2032, (Units)

Global Ultrasonic Directional Speakers total production value, 2021-2032, (USD Million)
Global Ultrasonic Directional Speakers production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Ultrasonic Directional Speakers consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Ultrasonic Directional Speakers domestic production, consumption, key domestic manufacturers and share

Global Ultrasonic Directional Speakers production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Ultrasonic Directional Speakers production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Ultrasonic Directional Speakers production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Ultrasonic Directional Speakers 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 Audfly?CN?, Holosonics?US?, DSPPA?CN?, Focusonics?LT?, HyperSound?US?, Ultrasonic Audio Technologies?GB?, Soundlazer?US?, JMP?JP?, 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 Ultrasonic Directional Speakers market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (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 Ultrasonic Directional Speakers Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Ultrasonic Directional Speakers Market, Segmentation by Type:

Short Distance

Long Distance

Global Ultrasonic Directional Speakers Market, Segmentation by Functional Category:

Exhibition & Guided Tour

Advertising & Marketing

Privacy Announcement

Other

Global Ultrasonic Directional Speakers Market, Segmentation by Sound Pressure Level:

Approx. 70–80 dB

Approx. 80–90 dB

Above 90 dB

Global Ultrasonic Directional Speakers Market, Segmentation by Application:

Museums

Exhibitions

Airports

Others

Companies Profiled:

Audfly?CN?

Holosonics?US?

DSPPA?CN?

Focusonics?LT?

HyperSound?US?

Ultrasonic Audio Technologies?GB?

Soundlazer?US?

JMP?JP?

Key Questions Answered:

1. How big is the global Ultrasonic Directional Speakers market?
2. What is the demand of the global Ultrasonic Directional Speakers market?
3. What is the year over year growth of the global Ultrasonic Directional Speakers market?
4. What is the production and production value of the global Ultrasonic Directional

Speakers market?

5. Who are the key producers in the global Ultrasonic Directional Speakers market?

6. What are the growth factors driving the market demand?

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