

Global Ultrasonic Directional Speakers 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 Ultrasonic Directional Speakers market size was valued at US\$ 95.64 million in 2025 and is forecast to a readjusted size of US\$ 159 million by 2032 with a CAGR of 6.6% during review period.

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 is a detailed and comprehensive analysis for global Ultrasonic Directional Speakers 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 Ultrasonic Directional Speakers market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

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

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

Global Ultrasonic Directional Speakers market shares of main players, shipments in revenue (\$ Million), sales quantity (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 Ultrasonic Directional Speakers

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 Ultrasonic Directional Speakers 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 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.

Market Segmentation

Ultrasonic Directional Speakers 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

Short Distance

Long Distance

Market segment by Functional Category

Exhibition & Guided Tour

Advertising & Marketing

Privacy Announcement

Other

Market segment by Sound Pressure Level

Approx. 70–80 dB

Approx. 80–90 dB

Above 90 dB

Market segment by Application

Museums

Exhibitions

Airports

Others

Major players covered

Audfly?CN?

Holosonics?US?

DSPPA?CN?

Focusonics?LT?

HyperSound?US?

Ultrasonic Audio Technologies?GB?

Soundlazer?US?

JMP?JP?

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 Ultrasonic Directional Speakers product scope, market overview,

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market estimation caveats and base year.

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

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

Chapter 4, the Ultrasonic Directional Speakers 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 Ultrasonic Directional Speakers 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 Ultrasonic Directional Speakers.

Chapter 14 and 15, to describe Ultrasonic Directional Speakers sales channel, distributors, customers, research findings and conclusion.

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