

Global Video Bar Device 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 Video Bar Device market size was valued at US\$ 2716 million in 2025 and is forecast to a readjusted size of US\$ 4618 million by 2032 with a CAGR of 7.2% during review period.

Audio-visual all-in-one machines (Video Bar Devices) are a type of integrated terminal device designed for conference room and collaborative office scenarios. They typically integrate a camera or camera array, microphone array, speakers, echo cancellation and noise reduction processing, video encoding/decoding, and conference control capabilities into a single unit or kit, enabling plug-and-play remote conferencing and content sharing. Global sales of audio-visual all-in-one machines are projected to reach approximately 2.4 million units in 2025, with an average selling price of approximately US\$1,100 per unit, a capacity utilization rate of approximately 77%, and an average gross profit margin of approximately 32%. Upstream suppliers primarily come from the fields of image sensors and lens optical modules, acoustic components such as microphones and speakers, main control chips and storage, power supplies and connectors, PCBs and structural components, as well as OEM assembly and testing services. Downstream suppliers mainly come from video conferencing platform ecosystems and enterprise communication integrators, while the final purchasers are concentrated in the fields of enterprise digital office and audio-visual engineering applications. In the product cost structure, material costs account for approximately 70% of the total cost, with camera and optical modules accounting for approximately 22%, audio devices for approximately 14%, main control chips and storage for approximately 24%, and the remainder for wireless modules, interfaces, and structural components. Manufacturing, assembly, and testing account for approximately 10%, software adaptation and certification, and R&D amortization for approximately 8%, warranty and

after-sales service for approximately 4%, and sales channel and management expenses for approximately 8%. On the demand side, the downstream demand list includes conference room audio-visual all-in-one machines, bar conference all-in-one machines, room system integrated terminals, integrated conference camera and sound pickup/amplification kits, and centralized operation and maintenance management software. The downstream customer list covers large enterprises and SMEs' IT departments, system integrators and audio-visual engineering companies, online education and corporate training institutions, medical institutions, remote consultation centers, government agencies, financial institution branches, and call centers and customer service centers. In terms of business opportunities, policy drivers come from various countries promoting the construction of digital office and remote collaboration infrastructure, as well as increasing requirements for information security and compliant communication. Technological innovation drivers come from edge AI framing and speaker tracking, multi-microphone beamforming and enhanced echo cancellation, low-latency wireless transmission and multi-platform authentication capabilities. At the same time, end users are increasingly demanding simpler deployment, more worry-free operation and maintenance, and more natural meeting experiences, which are driving audio and video all-in-one machines to continue to replace split solutions and upgrade to higher integration and stronger intelligence.

The growth of audio-visual all-in-one machines in 2025 will mainly come from the replacement of existing enterprise meeting rooms and experience upgrades. The normalization of hybrid office has enabled enterprises to upgrade remote conferencing from being usable to being user-friendly and maintenance-saving, driving the rapid penetration of products with stronger sound pickup and noise reduction and automatic composition capabilities. At the same time, multi-platform certification and unified operation and maintenance management capabilities are reshaping the competitive landscape. The focus of competition among manufacturers has shifted from hardware parameters to integrated hardware and software experience, cross-platform compatibility and channel service capabilities. It is expected that short-term demand will still be mainly driven by meeting room renovation and standardized deployment, while in the medium and long term, the proportion of high-end models will continue to increase due to edge AI-enhanced collaboration and higher security and compliance requirements.

This report is a detailed and comprehensive analysis for global Video Bar Device 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 Video Bar Device market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Video Bar Device 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 Video Bar Device 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 Video Bar Device 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 Video Bar Device

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 Video Bar Device 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 Canon, Bose, Poly (HP), AudioCodes, Barco, Cisco, Neat, Xiaomi, Jabra, Yamaha, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Market Segmentation

Video Bar Device 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

1080p

4K

Others

Market segment by Split Screen Type

Single Split Screen Type

Multi Split Screen Type

Market segment by Horizontal Field of View

Below 100? HFOV

100?-110? HFOV

110?-120? HFOV

Above 120? HFOV

Market segment by Application

Large Corporation

SME

Major players covered

Canon

Bose

Poly (HP)

AudioCodes

Barco

Cisco

Neat

Xiaomi

Jabra

Yamaha

Konftel

Logitech

Wolf Vision

Anker

Vu Group

Shenzhen Tecohoo

Yealink

Benq

Insta

Guangdong GSON

ValueHD

Minrray

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 Video Bar Device product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Video Bar Device 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 Video Bar Device 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 Video Bar Device.

Chapter 14 and 15, to describe Video Bar Device sales channel, distributors, customers, research findings and conclusion.

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