

Background Music Market by Type (Music Streaming, AV System Equipment), Application (Retail Stores, Restaurants, Public Organizations, Entertainment Places, and Others), and Region 2024-2032

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Abstracts

The global background music market size reached US\$ 1.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2.7 Billion by 2032, exhibiting a growth rate (CAGR) of 5.3% during 2024-2032. The significant expansion in the media and entertainment sector and the increasing demand for affordable digital subscription-based music services amongst younger demographics represent some of the key factors driving the market.

Background music is a type of recorded sound that is intended to act as an unobtrusive accompaniment in diverse visual content, including commercials, films, and marketing videos, to affect the behavioral and emotional responses of humans. It is usually played at low volume in various empty halls, fitting rooms, virtual spaces, and massively multiple online role-playing games (MMORPG) to allow multiple speakers to communicate clearly. Background music helps induce a positive mood, enhances arousal, concentration, and performance related to other tasks, and reduces stress, tension, nervousness, and anxiety by providing a relaxing experience. Along with this, background music creates a positive working atmosphere, eliminates the occurrence of negative moods, promotes creativity, improves sleep quality and cognition, and provides motivation. As a result, background music is extensively played in several entertainment places and public organizations.

Background Music Market Trends:

The significant expansion in the media and entertainment sector represents one of the key factors driving the market growth. The increasing demand for affordable digital

subscription-based music services amongst younger demographics is also contributing to the market growth. Additionally, the extensive usage of background music in various commercial sectors, such as retail stores, malls, elevators, and housing buildings, to provide a soothing shopping environment to customers is acting as another major growth-inducing factor. In line with this, the widespread adoption of background music in restaurants and hospitality sector to play soft tunes to make customers stay longer, influence purchases, and create a better atmosphere for individuals, is driving the market growth. Furthermore, the ongoing trend of joining gyms and fitness centers to perform several physical activities, such as aerobics and yoga, owing to rising health consciousness, has facilitated the demand for background music in such centers to motivate and encourage individuals. Moreover, the escalating need for personalized traveling amongst tourists has intensified the employment of amplified instrumental background music and traveling songs, commercials, recordings, and digital broadcasts, which, in turn, is supporting the market growth. This is further influenced by the emergence of beat suite music with multiple free online genres sorted by mood, themes, popularity, and keywords to positively impact the travelers' consciousness. Apart from this, the escalating uptake of various consumer electronic devices, such as desktops, smartphones, and iPods, to stream background music are creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global background music market, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on type and application.

Type Insights:

Music Streaming

AV System Equipment

The report has also provided a detailed breakup and analysis of the background music market based on the type. This includes music streaming and AV system equipment. According to the report, music streaming represented the largest segment.

Application Insights:

Retail Stores

Restaurants

Public Organizations
Entertainment Places
Others

A detailed breakup and analysis of the background music market based on the application has also been provided in the report. This includes retail stores, restaurants, public organizations, entertainment places, and others. According to the report, restaurants accounted for the largest market share.

Regional Insights:

North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany,

France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for background music. Some of the factors driving the North America background music market included the significant expansion in the entertainment industry, the extensive use of background music in gyms and spas, and the increasing demand for affordable digital subscription-based music services.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global background music market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Auracle Sound Ltd., Imagesound, Mood Media LLC, Music Concierge, NSM Music, Open Ear Music, Rockbot, Sirius XM Radio Inc., TouchTunes Music Corporation, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global background music market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global background music market?

What are the key regional markets?

Which countries represent the most attractive background music markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the application?

What is the competitive structure of the global background music market?

Who are the key players/companies in the global background music market?

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