

# Bluetooth Speaker Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/B4CC6A04FC08EN.html>

Date: June 2023

Pages: 140

Price: US\$ 2,499.00 (Single User License)

ID: B4CC6A04FC08EN

## Abstracts

### Market Overview:

The global bluetooth speaker market size reached US\$ 12.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 35.7 Billion by 2028, exhibiting a growth rate (CAGR) of 18.2% during 2023-2028.

Bluetooth speakers offer several advantages over conventional wired speakers, including high compatibility, hassle-free maintenance, optimum functionality and durability, minimal space requirement and convenience for outdoor applications. Owing to these benefits, both portable and fixed Bluetooth speakers are used in device-to-device connection with smartphones, tablets, laptops, etc., for both residential and commercial purposes.

The growing popularity of Bluetooth speakers among the millennial population coupled with high product compatibility with other consumer electronic devices, has propelled the market growth. In addition to this, the increasing penetration of smartphones along with the rising influx of video and audio streaming applications, have further augmented the product demand on a global level. Moreover, the changing consumer preferences towards lighter, portable, and compact speakers instead of wired devices has fueled the demand for Bluetooth speakers. Furthermore, the increasing usage of Bluetooth in the audio and media industry along with the growing need for low-maintenance and battery-supported devices for outdoor applications has also bolstered the product demand. Apart from this, the rapid integration of Bluetooth speakers with in-car infotainment systems, hands-free calling, voice control systems, home theatre, etc., also contributes to the global market growth. Additionally, the rising consumer living standards and

increasing disposable income levels have led to the growing adoption of advanced consumer electronics, such as Bluetooth speakers, particularly across the emerging economies. On the other hand, the emergence of smart homes coupled with the rapid influx of Internet-of-Things (IoT) based devices has also catalyzed the product demand across the developed nations. Various technological advancements have also led to the emergence of AI-based devices, such as Alexa, and Echo, thereby driving the market growth. Additionally, the rapid integration of audio-based technologies with wireless connectivity along with the rising investments in several R&D activities have led to various product innovations. Several manufacturers are launching a multitude of products to expand their product portfolios and attract a large consumer base.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global bluetooth speaker market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on portability, type, price and distribution channel.

#### Breakup by Portability:

- Portable
- Fixed

#### Breakup by Type:

- Smart Bluetooth Speakers
- Conventional Bluetooth Speakers

#### Breakup by Price:

- Low
- Medium
- High

#### Breakup by Distribution Channel:

- Specialty Stores
- Supermarkets and Hypermarkets
- Departmental Stores

Online  
Others

Breakup by Region:

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

Turkey

Saudi Arabia  
Others

#### Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Bose Corporation, Edifier International Limited, Harman International Industries, LG Corporation, Panasonic Corporation, Polk Audio, Samsung, Sennheiser Electronic GmbH & Co.KG, Sony Corporation, boAt, etc.

#### Key Questions Answered in This Report:

What was the size of the global bluetooth speaker market in 2022?

What is the expected growth rate of the global bluetooth speaker market during 2023-2028?

What are the key factors driving the global bluetooth speaker market?

What has been the impact of COVID-19 on the global bluetooth speaker market?

What is the breakup of the global bluetooth speaker market based on the portability?

What is the breakup of the global bluetooth speaker market based on the type?

What is the breakup of the global bluetooth speaker market based on the price?

What is the breakup of the global bluetooth speaker market based on the distribution channel?

What are the key regions in the global bluetooth speaker market?

Who are the key players/companies in the global bluetooth speaker market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL BLUETOOTH SPEAKER INDUSTRY**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY PORTABILITY**

- 6.1 Portable
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Fixed
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY TYPE**

### 7.1 Smart Bluetooth Speakers

7.1.1 Market Trends

7.1.2 Market Forecast

### 7.2 Conventional Bluetooth Speakers

7.2.1 Market Trends

7.2.2 Market Forecast

## **8 MARKET BREAKUP BY PRICE**

### 8.1 Low

8.1.1 Market Trends

8.1.2 Market Forecast

### 8.2 Medium

8.2.1 Market Trends

8.2.2 Market Forecast

### 8.3 High

8.3.1 Market Trends

8.3.2 Market Forecast

## **9 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

### 9.1 Specialty Stores

9.1.1 Market Trends

9.1.2 Market Forecast

### 9.2 Supermarkets and Hypermarkets

9.2.1 Market Trends

9.2.2 Market Forecast

### 9.3 Departmental Stores

9.3.1 Market Trends

9.3.2 Market Forecast

### 9.4 Online

9.4.1 Market Trends

9.4.2 Market Forecast

### 9.5 Others

9.5.1 Market Trends

9.5.2 Market Forecast

## 10 MARKET BREAKUP BY REGION

### 10.1 North America

#### 10.1.1 United States

##### 10.1.1.1 Market Trends

##### 10.1.1.2 Market Forecast

#### 10.1.2 Canada

##### 10.1.2.1 Market Trends

##### 10.1.2.2 Market Forecast

### 10.2 Asia Pacific

#### 10.2.1 China

##### 10.2.1.1 Market Trends

##### 10.2.1.2 Market Forecast

#### 10.2.2 Japan

##### 10.2.2.1 Market Trends

##### 10.2.2.2 Market Forecast

#### 10.2.3 India

##### 10.2.3.1 Market Trends

##### 10.2.3.2 Market Forecast

#### 10.2.4 South Korea

##### 10.2.4.1 Market Trends

##### 10.2.4.2 Market Forecast

#### 10.2.5 Australia

##### 10.2.5.1 Market Trends

##### 10.2.5.2 Market Forecast

#### 10.2.6 Indonesia

##### 10.2.6.1 Market Trends

##### 10.2.6.2 Market Forecast

#### 10.2.7 Others

##### 10.2.7.1 Market Trends

##### 10.2.7.2 Market Forecast

### 10.3 Europe

#### 10.3.1 Germany

##### 10.3.1.1 Market Trends

##### 10.3.1.2 Market Forecast

#### 10.3.2 France

##### 10.3.2.1 Market Trends

##### 10.3.2.2 Market Forecast

#### 10.3.3 United Kingdom

- 10.3.3.1 Market Trends
- 10.3.3.2 Market Forecast
- 10.3.4 Italy
  - 10.3.4.1 Market Trends
  - 10.3.4.2 Market Forecast
- 10.3.5 Spain
  - 10.3.5.1 Market Trends
  - 10.3.5.2 Market Forecast
- 10.3.6 Russia
  - 10.3.6.1 Market Trends
  - 10.3.6.2 Market Forecast
- 10.3.7 Others
  - 10.3.7.1 Market Trends
  - 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Others
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
  - 10.5.1 Turkey
    - 10.5.1.1 Market Trends
    - 10.5.1.2 Market Forecast
  - 10.5.2 Saudi Arabia
    - 10.5.2.1 Market Trends
    - 10.5.2.2 Market Forecast
  - 10.5.3 Others
    - 10.5.3.1 Market Trends
    - 10.5.3.2 Market Forecast

## **11 SWOT ANALYSIS**

- 11.1 Overview
- 11.2 Strengths



11.3 Weaknesses

11.4 Opportunities

11.5 Threats

## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

13.1 Overview

13.2 Bargaining Power of Buyers

13.3 Bargaining Power of Suppliers

13.4 Degree of Competition

13.5 Threat of New Entrants

13.6 Threat of Substitutes

## **14 COMPETITIVE LANDSCAPE**

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Bose Corporation

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.1.3 Financials

14.3.1.4 SWOT Analysis

14.3.2 Edifier International Limited

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.2.3 Financials

14.3.2.4 SWOT Analysis

14.3.3 Harman International Industries

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.3.3 Financials

14.3.3.4 SWOT Analysis

14.3.4 LG Corporation

14.3.4.1 Company Overview

14.3.4.2 Product Portfolio

14.3.4.3 Financials

- 14.3.4.4 SWOT Analysis
- 14.3.5 Panasonic Corporation
  - 14.3.5.1 Company Overview
  - 14.3.5.2 Product Portfolio
  - 14.3.5.3 Financials
  - 14.3.5.4 SWOT Analysis
- 14.3.6 Polk Audio
  - 14.3.6.1 Company Overview
  - 14.3.6.2 Product Portfolio
  - 14.3.6.3 Financials
  - 14.3.6.4 SWOT Analysis
- 14.3.7 Samsung
  - 14.3.7.1 Company Overview
  - 14.3.7.2 Product Portfolio
  - 14.3.7.3 Financials
  - 14.3.7.4 SWOT Analysis
- 14.3.8 Sennheiser electronic GmbH & Co. KG
  - 14.3.8.1 Company Overview
  - 14.3.8.2 Product Portfolio
  - 14.3.8.3 Financials
  - 14.3.8.4 SWOT Analysis
- 14.3.9 Sony Corporation
  - 14.3.9.1 Company Overview
  - 14.3.9.2 Product Portfolio
  - 14.3.9.3 Financials
  - 14.3.9.4 SWOT Analysis
- 14.3.10 boAt
  - 14.3.10.1 Company Overview
  - 14.3.10.2 Product Portfolio
  - 14.3.10.3 Financials
  - 14.3.10.4 SWOT Analysis

## List Of Tables

### LIST OF TABLES

Table 1: Global: Bluetooth Speaker Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Bluetooth Speaker Market Forecast: Breakup by Portability (in Billion US\$), 2023-2028

Table 3: Global: Bluetooth Speaker Market Forecast: Breakup by Type (in Billion US\$), 2023-2028

Table 4: Global: Bluetooth Speaker Market Forecast: Breakup by Price (in Billion US\$), 2023-2028

Table 5: Global: Bluetooth Speaker Market Forecast: Breakup by Distribution Channel (in Billion US\$), 2023-2028

Table 6: Global: Bluetooth Speaker Market Forecast: Breakup by Region (in Billion US\$), 2023-2028

Table 7: Global: Bluetooth Speaker Market: Competitive Structure

Table 8: Global: Bluetooth Speaker Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Bluetooth Speaker Market: Major Drivers and Challenges

Figure 2: Global: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Bluetooth Speaker Market: Breakup by Portability (in %), 2022

Figure 4: Global: Bluetooth Speaker Market: Breakup by Type (in %), 2022

Figure 5: Global: Bluetooth Speaker Market: Breakup by Price (in %), 2022

Figure 6: Global: Bluetooth Speaker Market: Breakup by Distribution Channel (in %), 2022

Figure 7: Global: Bluetooth Speaker Market: Breakup by Region (in %), 2022

Figure 8: Global: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 9: Global: Bluetooth Speaker (Portable) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 10: Global: Bluetooth Speaker (Portable) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 11: Global: Bluetooth Speaker (Fixed) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 12: Global: Bluetooth Speaker (Fixed) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 13: Global: Bluetooth Speaker (Smart) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 14: Global: Bluetooth Speaker (Smart) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 15: Global: Bluetooth Speaker (Conventional) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 16: Global: Bluetooth Speaker (Conventional) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 17: Global: Bluetooth Speaker (Low) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 18: Global: Bluetooth Speaker (Low) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 19: Global: Bluetooth Speaker (Medium) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 20: Global: Bluetooth Speaker (Medium) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 21: Global: Bluetooth Speaker (High) Market: Sales Value (in Billion US\$), 2017

& 2022

Figure 22: Global: Bluetooth Speaker (High) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 23: Global: Bluetooth Speaker (Specialty Stores) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 24: Global: Bluetooth Speaker (Specialty Stores) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 25: Global: Bluetooth Speaker (Supermarkets and Hypermarkets) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 26: Global: Bluetooth Speaker (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 27: Global: Bluetooth Speaker (Departmental Stores) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 28: Global: Bluetooth Speaker (Departmental Stores) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 29: Global: Bluetooth Speaker (Online) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 30: Global: Bluetooth Speaker (Online) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 31: Global: Bluetooth Speaker (Other Distribution Channels) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 32: Global: Bluetooth Speaker (Other Distribution Channels) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 33: North America: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 34: North America: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 35: United States: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 36: United States: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 37: Canada: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 38: Canada: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 39: Asia Pacific: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 40: Asia Pacific: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 41: China: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 42: China: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 43: Japan: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 44: Japan: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 45: India: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 46: India: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 47: South Korea: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 48: South Korea: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 49: Australia: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 50: Australia: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 51: Indonesia: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 52: Indonesia: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 53: Others: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 54: Others: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 55: Europe: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 56: Europe: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 57: Germany: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 58: Germany: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 59: France: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 60: France: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 61: United Kingdom: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 62: United Kingdom: Bluetooth Speaker Market Forecast: Sales Value (in Billion

US\$), 2023-2028

Figure 63: Italy: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 64: Italy: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 65: Spain: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 66: Spain: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 67: Russia: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 68: Russia: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 69: Others: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 70: Others: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 71: Latin America: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 72: Latin America: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 73: Brazil: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 74: Brazil: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 75: Mexico: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 76: Mexico: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 77: Others: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 78: Others: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 79: Middle East and Africa: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 80: Middle East and Africa: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 81: Turkey: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 82: Turkey: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 83: Saudi Arabia: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 84: Saudi Arabia: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 85: Others: Bluetooth Speaker Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 86: Others: Bluetooth Speaker Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 87: Global: Bluetooth Speaker Industry: SWOT Analysis

Figure 88: Global: Bluetooth Speaker Industry: Value Chain Analysis

Figure 89: Global: Bluetooth Speaker Industry: Porter's Five Forces Analysis?



## I would like to order

Product name: Bluetooth Speaker Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/B4CC6A04FC08EN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B4CC6A04FC08EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

