

Pro AV Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global pro AV market size reached US\$ 2.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3.6 Billion by 2028, exhibiting a growth rate (CAGR) of 4.34% during 2023-2028.

Pro audio/visual (AV) refers to an advanced interaction system installed for commercial sharing, advertising and marketing. It is used for electronic displays to deliver videos, web content, graphics and texts in private and public complexes. It consists of lighting and sound devices, digital signages, video conferencing systems, companion whiteboard recording equipment and projector systems. These components aid in improving the overall communication and connectivity between the users and are also used for classrooms, presentations and on-site product demonstrations. As a result, pro AV finds extensive applications across various industries, such as hospitality, education and retail.

Significant growth in the education industry, along with rapid urbanization across the globe, is one of the key factors creating a positive outlook for the market. Pro AV is widely adopted for smart learning systems in schools, universities and various academic and research institutions, which use multi-touch high-definition (HD) televisions (TVs). They enhance real-time blended teaching and learning and augment visualization and creativity to provide improved in-classroom experience. In line with this, pro AVs are installed in shopping centers, exhibition halls, hotels and stadiums to attract consumers' attention and influence their buying decisions, thereby favoring the market growth. Additionally, various technological advancements, such as the integration of pro AV with the Internet of Things (IoT), smart and cloud-computing systems, are acting as other growth-inducing factors. These technologies are effective for conferencing, collaboration, learning, live events, security and surveillance. Other factors, including

the development of 360-degree cameras, drones and virtual reality (VR) systems to offer specialized content, along with improvements in the telecommunication infrastructure, are anticipated to drive the market further.

Key Market Segmentation:

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

Breakup by Solution:

- Products
 - Display
 - AV Acquisition and Delivery Products
 - Projectors
 - Sound Reinforcement Products
 - Conferencing Products
 - Other Products
- Services
 - Installation Services
 - Maintenance Services
 - IT Networking Services
 - System Designing Services
 - Other Services

Breakup by Distribution Channel:

- Direct Sales
- Distributors

Breakup by Application:

- Home Use
- Commercial
- Education
- Government
- Hospitality
- 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

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Anixter International Inc. (Wesco International Inc.), AVI Systems Inc., AVI-SPL Inc., Biamp Systems LLC, CCS Presentation Systems LLC, Ford Audio-Video Systems LLC, New ERA Technology Inc., Professional Audio Visual Ltd., Solutionz Inc., Telerent Leasing Corp. (ITOCHU International Inc.) and Vistacom Inc.

Key Questions Answered in This Report

1. What was the size of the global pro AV market in 2022?
2. What is the expected growth rate of the global pro AV market during 2023-2028?

3. What are the key factors driving the global pro AV market?
4. What has been the impact of COVID-19 on the global pro AV market?
5. What is the breakup of the global pro AV market based on the solution?
6. What is the breakup of the global pro AV market based on the distribution channel?
7. What is the breakup of the global pro AV market based on application?
8. What are the key regions in the global pro AV market?
9. Who are the key players/companies in the global pro AV market?

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