

South Korea Pro AV Market Size, Share, Trends and Forecast by Solution, Distribution Channel, Application, and Region, 2026-2034

<https://marketpublishers.com/r/SF9CBCD8EBB0EN.html>

Date: July 2026

Pages: 118

Price: US\$ 2,999.00 (Single User License)

ID: SF9CBCD8EBB0EN

Abstracts

The South Korea Pro AV market size reached USD 60.1 Million in 2025. The market is projected to reach USD 84.1 Million by 2034, exhibiting a growth rate (CAGR) of 3.65% during 2026-2034. The market is growing, driven by increasing demand for high-quality audio solutions in live events and seamless AV integration in business and education sectors. Advanced technologies like JBL installations and INOGENI's connectivity solutions continue to strengthen South Korea Pro AV market share, boosting market growth.

SOUTH KOREA PRO AV MARKET TRENDS:

Growing Demand for High-Quality Audio Solutions

The South Korea Pro AV market growth is increasingly driven by the demand for high-quality audio solutions, particularly in live events and venues. With the consistent development of the entertainment, corporate, and culture industries, sound performance requirements have become imperative. As massive events such as K-pop performances and global conferences keep growing, clear, uniform sound in every part of a venue is important. This increased demand for high-quality sound solutions has made venue owners invest significantly in cutting-edge audio technology. The emphasis is not only on enhancing the quality of sound but also on providing the same experience to attendees across all sections of the venue, from front to rear. In August 2024, Seoul's KBS Arena installed the world's largest JBL Professional SRX 900 series system. The upgrade enhanced the audio quality of the arena, solving former sound differences between seating blocks. With 30 SRX910LA speakers, 12 SRX906LA speakers, and 18 SRX928S subwoofers, the system guarantees uniform audio coverage even for big

events. With the increasing need for big concerts and performances, this installation marks an important milestone in guaranteeing quality audio for all the viewers. The installation is a showcase of how investment in cutting-edge audio systems is contributing to South Korea's Pro AV market expansion.

Advancements in AV Integration and Connectivity

As the demand for seamless collaboration continues to rise, the South Korea Pro AV market is witnessing a rapid shift toward more integrated and flexible audiovisual solutions. This trend is especially evident in corporate offices, meeting spaces, and educational institutions, where the need for easy-to-use and efficient AV systems has grown significantly. Businesses are increasingly adopting systems that not only enhance collaboration but also provide greater operational flexibility. Solutions that support videoconferencing, content sharing, and device compatibility are becoming central to daily business operations, particularly with the growing focus on hybrid working environments. In June 2025, INOGENI showcased four innovative products at InfoComm 2025, including the IP2USB converter, U-BRIDGE extenders, and TOGGLE DOCK switcher. These new products are designed to enhance AV integration and connectivity, addressing the need for seamless communication across different platforms. The IP2USB converter bridges the gap between IP-based devices and USB peripherals, while U-BRIDGE extenders ensure high-quality AV signal transmission over long distances. The TOGGLE DOCK switcher simplifies the connection of multiple hosts in a single meeting space, making it easier to manage videoconferencing setups. These innovations help businesses optimize their AV environments, driving growth in the South Korean Pro AV market by improving the user experience and enhancing collaboration capabilities. As the demand for flexible and high-performance AV solutions grows, these products play a critical role in advancing the market.

SOUTH KOREA PRO AV MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional level for 2026-2034. Our report has categorized the market based on solution, distribution channel, and application.

Solution Insights:

Products

Display

AV Acquisition and Delivery Products

Projectors

Sound Reinforcement Products

Conferencing Products

Others

Services

Installation Services

Maintenance Services

IT Networking Services

System Designing Services

Others

The report has provided a detailed breakup and analysis of the market based on the solution. This includes products (display, AV acquisition and delivery products, projectors, sound reinforcement products, conferencing products, and others) and services (installation services, maintenance services, IT networking services, system designing services, and others).

Distribution Channel Insights:

Direct Sales

Distributors

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes direct sales and distributors.

Application Insights:

Home Use

Commercial

Education

Government

Hospitality

The report has provided a detailed breakup and analysis of the market based on the application. This includes home use, commercial, education, government, hospitality, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies

have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea pro AV market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea Pro AV market on the basis of solution?

What is the breakup of the South Korea Pro AV market on the basis of distribution channel?

What is the breakup of the South Korea Pro AV market on the basis of application?

What is the breakup of the South Korea Pro AV market on the basis of region?

What are the various stages in the value chain of the South Korea Pro AV market?

What are the key driving factors and challenges in the South Korea Pro AV market?

What is the structure of the South Korea Pro AV market and who are the key players?

What is the degree of competition in the South Korea Pro AV market?

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