

Asia Pacific Home Theatre Market (2019-2025)

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Abstracts

The Asia Pacific Home Theatre Market would witness market growth of 9.7% CAGR during the forecast period (2019-2025). The key players of the Home Theatre Market are employing novel concepts and ideas, improving techniques and improving the current set of products, besides enhancing their profitability so as to gain a competitive edge over other market players. Therefore, the key players have adopted Partnerships, Collaborations & Agreements as the key developmental strategy in order to keep pace with the changing demands of end users.

For instance, Samsung has launched Q Series soundbars with embedded features of Dolby Atmos and DTS: X technologies for expansion of its product portfolio. Samsung announced to unveil its smart speaker, dubbed Galaxy Home.

The company also informed a new partnership with Spotify, for integrating the music service into a wide range of Samsung devices including TVs, phones, and the upcoming Galaxy Home speaker. These speakers would be powered by audio technology from AKG, a subsidiary of Harman, which was acquired by Samsung last year. Philips India launched a new series of lifestyle entertainment products, including portable media players, home theatre systems, and headphones & docking speakers.

The increase in disposable income has significantly contributed in the growth of consumer investments in entertainment products. Home entertainment devices include several consumer electronic products such as television sets, video players & recorders, audio equipment, and gaming devices.

The market participants are regularly upgrading their product portfolio with newer revolutionary products to cater the tech-savvy consumers for premium experience. For instance, LG Electronics has launched new sound bars in order to extend its smart audio ecosystem line for enhanced experience of home theatre.

The report highlights the adoption of Home Theatre in Asia Pacific. Based on Product Type, the market is segmented into Home Theatre In A Box System (HTIB), Sound Bar and Component System. Based on Distribution Channel, the market is segmented into Offline and Online. The report also covers geographical segmentation of Home Theatre market. The countries included in the report are China, Japan, India, South Korea, Singapore, Australia and Rest of Asia Pacific.

Key market participants profiled in this report includes Bose Corporation, Sonos, Inc., Bowers & Wilkins Inc., Atlantic Technology Inc., LG Corporation (LG Electronics), Panasonic Corporation, Samsung Electronics Co., Ltd. (Samsung Group), Sony Corporation, Koninklijke Philips N.V. and Toshiba Corporation.

Scope of the Study

Market Segmentation:

By Product Type

Home Theatre In A Box System (HTIB)

Sound Bar

Component System

By Distribution Channel

Offline and

Online

By Country

China

Japan

India

South Korea

Singapore

Australia

Rest of Asia Pacific

Companies Profiled:

Bose Corporation

Sonos, Inc.

Bowers & Wilkins Inc.

Atlantic Technology Inc.

LG Corporation (LG Electronics)

Panasonic Corporation

Samsung Electronics Co., Ltd. (Samsung Group)

Sony Corporation

Koninklijke Philips N.V. and

Toshiba Corporation

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