

Europe Home Theatre Market (2019-2025)

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Abstracts

The Europe Home Theatre Market would witness market growth of 7.5% CAGR during the forecast period (2019-2025). 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.

In Dec 2018, LG Electronics (LG) announced the introduction of its latest sound bar lineup at CES 2019 combined with the advanced 'smart' technologies which are becoming necessary for home integration. LG's newest variety of soundbars is in collaboration with Meridian Audio leveraging its the electroacoustic design, artificial intelligence features. In Feb 2019, Panasonic has introduced Dolby Atmos and DTS:X, most cinematic and musically refined soundbars with optimum sound quality and smartphone control. In July 2019, Samsung has introduced new Home theatre system for the expansion of its audio components. In June 2018, Sonos has released Sonos Beam home theatre smart home speaker for expansion of its product line. In Aug 2018, Bose Corporation launched its new smart home speaker 500 and two sound bars, Bose Soundbar 700 and Soundbar 500 for home theater and music.

The major strategies followed by the market participants are Product launches and Partnerships & Collaborations. Based on the Analysis presented in the Cardinal matrix, Sony Corporation, Samsung Electronics Co., Ltd. and Toshiba Corporation are some of the forerunners in the Home Theatre Market. HARMAN, a renowned speaker maker was acquired by Samsung and became a wholly-owned subsidiary of Samsung Electronics Co., Ltd. Sony India announced the launching of its HT-S350 Soundbar offering extraordinary experience of watching music videos, movies with surround sound of cinema quality. Sony announced the launch of its newest soundbar home theatre systems - HT-S700RF and HT-S500RF in India.

The report highlights the adoption of Home Theatre in Europe. 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 Germany, UK, France, Russia, Spain, Italy and Rest of Europe.

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

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

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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