

# LAMEA Home Theatre Market (2019-2025)

<https://marketpublishers.com/r/L08774D67FE8EN.html>

Date: October 2019

Pages: 86

Price: US\$ 1,500.00 (Single User License)

ID: L08774D67FE8EN

## Abstracts

The LAMEA Home Theatre Market would witness market growth of 9% CAGR during the forecast period (2019-2025). The Brazil market dominated the LAMEA Home Theatre Market by Country 2018, thereby, achieving a market value of \$318.6 million by 2025, growing at a CAGR of 7.9% during the forecast period. The Argentina market is expected to witness a CAGR of 9.6% during (2019 - 2025). Additionally, The UAE market is expected to witness a CAGR of 8.7% during (2019 - 2025).

Leading players in Home Theatre Market are Sony Corporation, Sonos, Inc., and Panasonic Corporation. These market players are very active in the market space with strategies such as mergers, collaborations and expansion in order to maximize their market share in Home Theatre Market. For instance, Sony has launched HT-X8500 Soundbar, a Dolby Atmos®/DTS: X® single soundbar and new HT-S350 Soundbar for offering ultimate home theatre experience. Sony has released HT-RT40, its new home theatre system which has power output of 600W. Sonos has released Sonos Beam home theatre smart home speaker for expansion of its product line. Panasonic has released SC-HTB3GW-K soundbar for enhanced audio systems. Panasonic has introduced Dolby Atmos and DTS: X, most cinematic and musically refined soundbars with optimum sound quality and smartphone control.

With the rise in internet connectivity, the internet subscriber base is expanding globally year after year. The world is landing in digitalization era with internet connectivity becoming essential for a normal lifestyle. The internet connectivity is now becoming indispensable in every area of day to day life right from work to even entertainment. As per an estimate, more than 5 billion unique mobile users and approximately 4.5 billion internet users and close to 3.5 billion social media users exist today worldwide.

These users of internet are further increasing at quite a high pace thereby leading to the awareness and utilization of online medium for work, information, media, entertainment

etc. Specifically, internet is now a powerful and highly utilized medium for entertainment by the users. As a matter of fact, more than 90% of internet users watch online videos. Low price or no price is also one of the key reasons for high percentage of online users relying on internet as entertainment medium. Some of the major avenues for online entertainment sources include YouTube, Podcasts, Music streaming like Spotify or Pandora, News sites, Social media sites, eBook sites and Gaming sites among others.

The report highlights the adoption of Home Theatre in LAMEA. 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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

## 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

## LAMEA Home Theatre Market Related Reports:

Global Market

North America Market

Europe Market

Asia Pacific Market

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