

## LAMEA Home Theatre Market (2019-2025)

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### 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 a 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

## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 LAMEA Home Theatre Market, by Product Type
  - 1.4.2 LAMEA Home Theatre Market, by Distribution Channel
  - 1.4.3 LAMEA Home Theatre Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. COMPETITION ANALYSIS - GLOBAL**

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
  - 3.2.1 Partnerships, Collaborations and Agreements
  - 3.2.2 Product Launches and Expansions
  - 3.2.3 Mergers & Acquisitions
- 3.3 Top Winning Strategies
  - 3.3.1 Key Leading Strategies: Percentage Distribution (2015-2019)
  - 3.3.2 Key Strategic Move: Leading Players

### **CHAPTER 4. LAMEA HOME THEATRE MARKET BY PRODUCT TYPE**

- 4.1 LAMEA Home Theatre Home Theatre In A Box System (HTIB) Market by Country
- 4.2 LAMEA Sound Bar Market by Country
- 4.3 LAMEA Component System Market by Country

### **CHAPTER 5. LAMEA HOME THEATRE MARKET BY DISTRIBUTION CHANNEL**

5.1 LAMEA Offline Home Theatre Market by Country

5.2 LAMEA Online Home Theatre Market by Country

## **CHAPTER 6. LAMEA HOME THEATRE MARKET BY COUNTRY**

6.1 Brazil Home Theatre Market

6.1.1 Brazil Home Theatre Market by Product Type

6.1.2 Brazil Home Theatre Market by Distribution Channel

6.2 Argentina Home Theatre Market

6.2.1 Argentina Home Theatre Market by Product Type

6.2.2 Argentina Home Theatre Market by Distribution Channel

6.3 UAE Home Theatre Market

6.3.1 UAE Home Theatre Market by Product Type

6.3.2 UAE Home Theatre Market by Distribution Channel

6.4 Saudi Arabia Home Theatre Market

6.4.1 Saudi Arabia Home Theatre Market by Product Type

6.4.2 Saudi Arabia Home Theatre Market by Distribution Channel

6.5 South Africa Home Theatre Market

6.5.1 South Africa Home Theatre Market by Product Type

6.5.2 South Africa Home Theatre Market by Distribution Channel

6.6 Nigeria Home Theatre Market

6.6.1 Nigeria Home Theatre Market by Product Type

6.6.2 Nigeria Home Theatre Market by Distribution Channel

6.7 Rest of LAMEA Home Theatre Market

6.7.1 Rest of LAMEA Home Theatre Market by Product Type

6.7.2 Rest of LAMEA Home Theatre Market by Distribution Channel

## **CHAPTER 7. COMPANY PROFILES**

7.1 Bose Corporation

7.1.1 Company Overview

7.1.1 Recent strategies and developments:

7.1.1.1 Product launches:

7.1.1.2 Collaborations, partnerships and agreements:

7.1.1.3 Expansions:

7.2 Sonos, Inc.

7.2.1 Company Overview

7.2.2 Financial Analysis

- 7.2.3 Regional Analysis
- 7.2.4 Research & Development Expense
- 7.2.5 Recent strategies and developments:
  - 7.2.5.1 Collaborations, partnerships and agreements:
  - 7.2.5.2 Product launches:
- 7.3 Bowers &Wilkins, Inc.
  - 7.3.1 Company Overview
  - 7.3.2 Recent strategies and developments:
    - 7.3.2.1 Collaborations, partnerships and agreements:
- 7.4 Atlantic Technology, Inc.
  - 7.4.1 Company Overview
- 7.5 LG Corporation (LG Electronics)
  - 7.5.1 Company Overview
  - 7.5.2 Financial Analysis
  - 7.5.3 Segmental and Regional Analysis
  - 7.5.4 Research & Development Expense
  - 7.5.5 Recent strategies and developments:
    - 7.5.5.1 Product launches:
    - 7.5.5.2 Expansions:
  - 7.5.6 SWOT Analysis
- 7.6 Panasonic Corporation
  - 7.6.1 Company Overview
  - 7.6.2 Financial Analysis
  - 7.6.3 Segmental Analysis
  - 7.6.4 Research & Development Expense
  - 7.6.5 Recent strategies and developments:
    - 7.6.5.1 Product launches:
  - 7.6.6 SWOT Analysis
- 7.7 Samsung Electronics Co., Ltd. (Samsung Group)
  - 7.7.1 Company Overview
  - 7.7.2 Financial Analysis
  - 7.7.3 Segmental and Regional Analysis
  - 7.7.4 Research & Development Expense
  - 7.7.5 Recent strategies and developments:
    - 7.7.5.1 Collaborations, partnerships and agreements:
    - 7.7.5.2 Product launches:
    - 7.7.5.3 Acquisition and mergers:
  - 7.7.6 SWOT Analysis
- 7.8 Sony Corporation

- 7.8.1 Company Overview
- 7.8.2 Financial Analysis
- 7.8.3 Segmental and Regional Analysis
- 7.8.4 Research and Development Expense
- 7.8.5 Recent strategies and developments:
  - 7.8.5.1 Product launches:
- 7.8.6 SWOT Analysis
- 7.9 Koninklijke Philips N.V.
  - 7.9.1 Company Overview
  - 7.9.2 Financial Analysis
  - 7.9.3 Segmental and Regional Analysis
  - 7.9.4 Research & Development Expenses
  - 7.9.5 Recent strategies and developments:
    - 7.9.5.1 Collaborations, partnerships and agreements:
    - 7.9.5.2 Product launches:
  - 7.9.6 SWOT Analysis
- 7.1 Toshiba Corporation
  - 7.10.1 Company Overview
  - 7.10.2 Financial Analysis
  - 7.10.3 Segmental and Regional Analysis
  - 7.10.4 Research and Development Expense



## List Of Tables

### LIST OF TABLES

TABLE 1 LAMEA HOME THEATRE MARKET, 2015 - 2018, USD MILLION

TABLE 2 LAMEA HOME THEATRE MARKET, 2019 - 2025, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– HOME THEATRE MARKET

TABLE 4 PRODUCT LAUNCHES AND EXPANSIONS– HOME THEATRE MARKET

TABLE 5 MERGERS & ACQUISITIONS – HOME THEATRE MARKET

TABLE 6 LAMEA HOME THEATRE MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 7 LAMEA HOME THEATRE MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 8 LAMEA HOME THEATRE HOME THEATRE IN A BOX SYSTEM (HTIB) MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 9 LAMEA HOME THEATRE HOME THEATRE IN A BOX SYSTEM (HTIB) MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 10 LAMEA SOUND BAR MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 11 LAMEA SOUND BAR MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 12 LAMEA COMPONENT SYSTEM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 13 LAMEA COMPONENT SYSTEM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 14 LAMEA HOME THEATRE MARKET BY DISTRIBUTION CHANNEL, 2015 - 2018, USD MILLION

TABLE 15 LAMEA HOME THEATRE MARKET BY DISTRIBUTION CHANNEL, 2019 - 2025, USD MILLION

TABLE 16 LAMEA OFFLINE HOME THEATRE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 17 LAMEA OFFLINE HOME THEATRE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 18 LAMEA ONLINE HOME THEATRE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 19 LAMEA ONLINE HOME THEATRE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 20 LAMEA HOME THEATRE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 21 LAMEA HOME THEATRE MARKET BY COUNTRY, 2019 - 2025, USD

MILLION

TABLE 22 BRAZIL HOME THEATRE MARKET, 2015 - 2018, USD MILLION

TABLE 23 BRAZIL HOME THEATRE MARKET, 2019 - 2025, USD MILLION

TABLE 24 BRAZIL HOME THEATRE MARKET BY PRODUCT TYPE, 2015 - 2018,  
USD MILLION

TABLE 25 BRAZIL HOME THEATRE MARKET BY PRODUCT TYPE, 2019 - 2025,  
USD MILLION

TABLE 26 BRAZIL HOME THEATRE MARKET BY DISTRIBUTION CHANNEL, 2015 -  
2018, USD MILLION

TABLE 27 BRAZIL HOME THEATRE MARKET BY DISTRIBUTION CHANNEL, 2019 -  
2025, USD MILLION

TABLE 28 ARGENTINA HOME THEATRE MARKET, 2015 - 2018, USD MILLION

TABLE 29 ARGENTINA HOME THEATRE MARKET, 2019 - 2025, USD MILLION

TABLE 30 ARGENTINA HOME THEATRE MARKET BY PRODUCT TYPE, 2015 -  
2018, USD MILLION

TABLE 31 ARGENTINA HOME THEATRE MARKET BY PRODUCT TYPE, 2019 -  
2025, USD MILLION

TABLE 32 ARGENTINA HOME THEATRE MARKET BY DISTRIBUTION CHANNEL,  
2015 - 2018, USD MILLION

TABLE 33 ARGENTINA HOME THEATRE MARKET BY DISTRIBUTION CHANNEL,  
2019 - 2025, USD MILLION

TABLE 34 UAE HOME THEATRE MARKET, 2015 - 2018, USD MILLION

TABLE 35 UAE HOME THEATRE MARKET, 2019 - 2025, USD MILLION

TABLE 36 UAE HOME THEATRE MARKET BY PRODUCT TYPE, 2015 - 2018, USD  
MILLION

TABLE 37 UAE HOME THEATRE MARKET BY PRODUCT TYPE, 2019 - 2025, USD  
MILLION

TABLE 38 UAE HOME THEATRE MARKET BY DISTRIBUTION CHANNEL, 2015 -  
2018, USD MILLION

TABLE 39 UAE HOME THEATRE MARKET BY DISTRIBUTION CHANNEL, 2019 -  
2025, USD MILLION

TABLE 40 SAUDI ARABIA HOME THEATRE MARKET, 2015 - 2018, USD MILLION

TABLE 41 SAUDI ARABIA HOME THEATRE MARKET, 2019 - 2025, USD MILLION

TABLE 42 SAUDI ARABIA HOME THEATRE MARKET BY PRODUCT TYPE, 2015 -  
2018, USD MILLION

TABLE 43 SAUDI ARABIA HOME THEATRE MARKET BY PRODUCT TYPE, 2019 -  
2025, USD MILLION

TABLE 44 SAUDI ARABIA HOME THEATRE MARKET BY DISTRIBUTION CHANNEL,  
2015 - 2018, USD MILLION

TABLE 45 SAUDI ARABIA HOME THEATRE MARKET BY DISTRIBUTION CHANNEL, 2019 - 2025, USD MILLION

TABLE 46 SOUTH AFRICA HOME THEATRE MARKET, 2015 - 2018, USD MILLION

TABLE 47 SOUTH AFRICA HOME THEATRE MARKET, 2019 - 2025, USD MILLION

TABLE 48 SOUTH AFRICA HOME THEATRE MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 49 SOUTH AFRICA HOME THEATRE MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 50 SOUTH AFRICA HOME THEATRE MARKET BY DISTRIBUTION CHANNEL, 2015 - 2018, USD MILLION

TABLE 51 SOUTH AFRICA HOME THEATRE MARKET BY DISTRIBUTION CHANNEL, 2019 - 2025, USD MILLION

TABLE 52 NIGERIA HOME THEATRE MARKET, 2015 - 2018, USD MILLION

TABLE 53 NIGERIA HOME THEATRE MARKET, 2019 - 2025, USD MILLION

TABLE 54 NIGERIA HOME THEATRE MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 55 NIGERIA HOME THEATRE MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 56 NIGERIA HOME THEATRE MARKET BY DISTRIBUTION CHANNEL, 2015 - 2018, USD MILLION

TABLE 57 NIGERIA HOME THEATRE MARKET BY DISTRIBUTION CHANNEL, 2019 - 2025, USD MILLION

TABLE 58 REST OF LAMEA HOME THEATRE MARKET, 2015 - 2018, USD MILLION

TABLE 59 REST OF LAMEA HOME THEATRE MARKET, 2019 - 2025, USD MILLION

TABLE 60 REST OF LAMEA HOME THEATRE MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 61 REST OF LAMEA HOME THEATRE MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 62 REST OF LAMEA HOME THEATRE MARKET BY DISTRIBUTION CHANNEL, 2015 - 2018, USD MILLION

TABLE 63 REST OF LAMEA HOME THEATRE MARKET BY DISTRIBUTION CHANNEL, 2019 - 2025, USD MILLION

TABLE 64 KEY INFORMATION – BOSE CORPORATION

TABLE 65 KEY INFORMATION – SONOS, INC.

TABLE 66 KEY INFORMATION – BOWERS & WILKINS, INC.

TABLE 67 KEY INFORMATION – ATLANTIC TECHNOLOGY, INC.

TABLE 68 KEY INFORMATION – LG CORPORATION

TABLE 69 KEY INFORMATION – PANASONIC CORPORATION

TABLE 70 KEY INFORMATION –SAMSUNG ELECTRONICS CO., LTD.

TABLE 71 KEY INFORMATION – SONY CORPORATION

TABLE 72 KEY INFORMATION – KONINKLIJKE PHILIPS N.V.

TABLE 73 KEY INFORMATION – TOSHIBA CORPORATION

## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2015-2019)

FIG 4 KEY STRATEGIC MOVE: LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: BOSE CORPORATION

FIG 6 RECENT STRATEGIES AND DEVELOPMENTS: SONOS, INC.

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: LG CORPORATION (LG ELECTRONICS)

FIG 8 SWOT ANALYSIS: LG CORPORATION

FIG 9 SWOT ANALYSIS: PANASONIC CORPORATION

FIG 10 RECENT STRATEGIES AND DEVELOPMENTS: SAMSUNG ELECTRONICS CO., LTD. (SAMSUNG GROUP)

FIG 11 SWOT ANALYSIS: SAMSUNG ELECTRONICS CO. LTD.

FIG 12 SWOT ANALYSIS: SONY CORPORATION

FIG 13 SWOT ANALYSIS: KONINKLIJKE PHILIPS N.V.

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