

# 2018 Top 5 Electric Guitar Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

<https://marketpublishers.com/r/21FB2952001EN.html>

Date: July 2018

Pages: 142

Price: US\$ 4,960.00 (Single User License)

ID: 21FB2952001EN

## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

Electric guitars are a type of guitars in which strumming the strings themselves is not the primary source of the sound. Rather, the vibrations caused by the movement of the strings are captured and magnified electronically in order to produce a louder output. The sound of an electric guitar can also be electrically modified, since an electrical representation of the vibration of the string is produced in electric guitars. This can then be modulated with the help of dials and other controls on the electric guitar as well as pedals. This is the primary factor distinguishing electric guitars from acoustic guitars; the sound produced by the latter comes directly from the vibration of the strings and thus can't be modulated electronically.

United States electric guitar market size was valued at around USD 373.59 million in 2016. APAC countries such as China, India, and South Korea currently have a low penetration rate but are expected to emerge as an attractive opportunity for vendors to venture during this period. The region is predicted to emerge as the fastest growing markets for electric guitars globally

The global Electric Guitar industry is characterized by several large international manufactures and many smaller regional manufactures. Therefore, market share concentration is relatively low. The four largest operators account for about 65.11% of total industry revenue in 2016. Larger companies are looking to expand their footprint in nearby areas, where they can add value and turn once-struggling operations into profitable ventures.

The increase in disposable income, changing lifestyles, and high standards of living have motivated individuals to spend more on leisure activities. It has led to a rise in the sales of musical instruments such as guitars, pianos, and keyboards. To capitalize on

the market demand, vendors are predicted to focus more on the frequent changes in consumer preferences presented by the market. Established vendors are likely to scale up their investments in branding and expanding their collection of existing electric guitars, as well as acquiring new players.

Over the next five years, LPI(LP Information) projects that Electric Guitar will register a 3.5% CAGR in terms of revenue, reach US\$ 560 million by 2023, from US\$ 460 million in 2017.

This report studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

Gibson

Fender

Yamaha

Ibanez

ESP

CORT

Epiphone

Squier

PRS

SCHECTER

Jackson

Peavey

Washburn

Taylor

Farida

Karl Höfner

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

Asia-Pacific (China, Japan, Southeast Asia, India and Korea)

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Solid Body

Semi-Hollow Body

Hollow Body

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

Professional Performance

Learning and Training

## Individual Amateurs

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