

2018-2023 Global Guitar Amplifier Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Guitar Amplifier market for 2018-2023.

A guitar amplifier (or guitar amp) is an electronic device or system that strengthens the weak electrical signal from a pickup on an electric guitar, bass guitar, or acoustic guitar so that it can produce sound through one or more loudspeakers, which are typically housed in a wooden cabinet. A guitar amplifier may be a standalone wood or metal cabinet that contains only the power amplifier (and preamplifier) circuits, requiring the use of a separate speaker cabinet—or it may be a "combo" amplifier, which contains both the amplifier and one or more speakers in a wooden cabinet. There is a wide range of sizes and power ratings for guitar amplifiers, from small, lightweight "practice amplifiers" with a single 6" speaker to heavy combo amps with four 10" or four 12" speakers and a powerful amplifier, which are loud enough to use in a nightclub or bar performance.

Guitar amplifiers can also modify the instrument's tone by emphasizing or de-emphasizing certain frequencies, using equalizer controls, which function the same way as the bass and treble knobs on a home hi-fi stereo, and by adding electronic effects; distortion (also called "overdrive") and reverb are commonly available as built-in features. The input of modern guitar amplifiers is a 1/4" jack, which is fed a signal from an electro-magnetic pickup (from an electric guitar) or a piezoelectric pickup (usually from an acoustic guitar) using a patch cord, or a wireless transmitter. For electric guitar players, their choice of guitar amp and the settings they use on the amplifier are a key part of their signature tone or sound. Some guitar players are longtime users of a specific amp brand or model. Many electric guitar players use external effects pedals to

alter the sound of their tone before the signal reaches the guitar amp, such as the wah wah pedal and the chorus pedal.

The biggest market drivers are people's music awareness and increasing music education in schools, Growing number of concerts and live performances, while long replacement cycle of equipment is a market challenge, production innovation and market channel improvement is the direction of progress for guitar amplifier brand owners.

Guitar Amplifiers come in a variety of formats and styles suitable for different purposes, with different specs and prices. The two distinct categories of guitar amplifiers are combo guitar amplifiers and guitar head amplifiers. Both describe a type of amplifier that is meant for a specific role. Based on technology, guitar amplifiers have seen a major evolution in the last 100 or so years. Tube Amps, Solid State Amps, Modeling Amps and Hybrid Amps are the most recent types of guitar amplifiers. Each of these has its own benefits and drawbacks.

There are many players in this market, Companies like Fender, Marshall, Blackstar, Hughes & Kettner, Orange and VOX occupied most of the market share, and other notable players like Peavey, Roland, Laney, Yamaha, PRS, Dr.Z, Mesa, Fishman, Music Group and Johnson also have great impact on the market. Fender and Peavey, Marshall are the top 3 players in Global market, with 134.7, 105.5, 57.1 K Units Guitar Amplifier output in 2016 separately.

North America and Europe had been the largest Guitar Amplifier consumption market. Asia Pacific is expected to be the fastest growing geographical division for the Guitar Amplifier market. The growing influence of western culture in developing countries, along with the up surge in urbanization of countries, such as India and China has increased the market penetration of the guitar amplifier market. Moreover, the demographical advantage such as large base of young population in developing countries is providing considerable growth to the guitar amplifier market in future.

Over the next five years, LPI(LP Information) projects that Guitar Amplifier will register a 0.7% CAGR in terms of revenue, reach US\$ 120 million by 2023, from US\$ 120 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Guitar Amplifier market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Combo Guitar Amplifiers

Guitar Amplifier Head

Segmentation by application:

Household

Commercial

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Fender

Marshall

Blackstar

Hughes & Kettner

Orange

Vox

Peavey

Roland

Laney

Yamaha

PRS

Dr.Z

Mesa

Fishman

Music Group

Johnson

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Guitar Amplifier consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Guitar Amplifier market by identifying its various subsegments.

Focuses on the key global Guitar Amplifier manufacturers, to define, describe

and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Guitar Amplifier with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Guitar Amplifier submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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