

2018 Top 5 Digital Piano Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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Abstracts

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A digital piano is a modern electronic musical instrument, a variation of electronic keyboard or synthesizer designed to serve primarily as an alternative to the traditional acoustic piano, both in the way it feels to play and in the sound produced.

At present, the major manufacturers of digital piano are Yamaha, CASIO, Guangzhou Pearl River Piano Group, Samick, KAWAI, Roland, etc. Yamaha is the world leader, holding 32.6 % sales market share in 2016.

In the future, global market is expected to witness steady growth on account of rising applications, so in the next few years, digital piano consumption will show a trend of steady growth. In 2023 the consumption of digital piano is estimated to be 906 K Units. On product prices, the rise trend in recent years will maintain in the future.

Over the next five years, LPI(LP Information) projects that Digital Piano will register a 6.1% CAGR in terms of revenue, reach US\$ 1000 million by 2023, from US\$ 700 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:

Yamaha

CASIO

Guangzhou Pearl River Piano Group







Portable Digital Piano

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

Performance

Learning and Teaching

Entertainment

Other



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