

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

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Abstracts

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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 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:

Fender

Marshall

Blackstar

Hughes & Kettner

Orange

Vox

Peavey

Roland

Laney

Yamaha

PRS

Dr.Z

Mesa

Fishman

Music Group

Johnson

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

Combo Guitar Amplifiers

Guitar Amplifier Head

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

Household

Commercial

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