

# Global Background Music Market Growth 2019-2024

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## Abstracts

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Background music is an integral part of modern commercial space like malls, retail stores, transit, elevators and other public spaces. This kind of music is intended for passive listening, and it helps in improving the ambience of the place. It is also seen to affect the customer's mood positively, resulting in better shopping experiences for the customers and the retailers. The increase in the number of commercial spaces, high preference for entertainment, and growth in the tourism sector are the major factors that are driving the market growth.

Based on regions, North America and Europe are relatively mature market which are navigating the market. In 2018, total North America Background Music Market Size is estimated to be 596 Million USD, growing at a CAGR of 6.45% from 2013. Total Europe Background Music Market Size is estimated to be 388 Million USD, growing at a CAGR of 6.69% from 2013. APAC is expected to be the fastest growing market, especially for the rapid growing Japan, China and India market.

According to this study, over the next five years the Background Music market will register a 6.5% CAGR in terms of revenue, the global market size will reach US\$ 1960 million by 2024, from US\$ 1340 million in 2019. In particular, this report presents the global market share (sales and revenue) of key companies in Background Music business, shared in Chapter 3.

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

This study considers the Background Music value and volume generated from the sales of the following segments:

Segmentation by product type: breakdown data from 2014 to 2019, in Section 2.3; and forecast to 2024 in section 11.7.

Music Streaming

AV System Equipment

Segmentation by application: breakdown data from 2014 to 2019, in Section 2.4; and forecast to 2024 in section 11.8.

Retail Stores

Cafes & Restaurants

Leisure & Hospitality

Public Organizations

Others

This report also splits the market by region: Breakdown data in Chapter 4, 5, 6, 7 and 8.

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: Breakdown data in in Chapter 3.

Mood Media

PlayNetwork

TouchTunes

Usen Corporation

SiriusXM for Business

Pandora for Business

Almotech

Imagesound

NSM Music.

CSI Music

Easy on Hold

Sunflower Music

Soundjack

Xenon Music Media

Soundtrack Your Brand

Jamendo Listening

Heartbeats International

SoundMachine

Rockbot

Jukeboxy

Cloud Cover Music

Custom Channels

Auracle Sound

Brandtrack

Kasimu

Soundreef

Express Melody

Qsic

StorePlay

Open Ear Music

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 Background Music consumption (value & volume) by key regions/countries, product type and application, history data from 2014 to 2018, and forecast to 2024.

To understand the structure of Background Music market by identifying its various subsegments.

Focuses on the key global Background Music 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 Background Music 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 Background Music 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.

## Contents

### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Background Music Consumption 2014-2024
  - 2.1.2 Background Music Consumption CAGR by Region
- 2.2 Background Music Segment by Type
  - 2.2.1 Music Streaming
  - 2.2.2 AV System Equipment
- 2.3 Background Music Consumption by Type
  - 2.3.1 Global Background Music Consumption Market Share by Type (2014-2019)
  - 2.3.2 Global Background Music Revenue and Market Share by Type (2014-2019)
  - 2.3.3 Global Background Music Sale Price by Type (2014-2019)
- 2.4 Background Music Segment by Application
  - 2.4.1 Retail Stores
  - 2.4.2 Cafes & Restaurants
  - 2.4.3 Leisure & Hospitality
  - 2.4.4 Public Organizations
  - 2.4.5 Others
- 2.5 Background Music Consumption by Application
  - 2.5.1 Global Background Music Consumption Market Share by Application (2014-2019)
  - 2.5.2 Global Background Music Value and Market Share by Application (2014-2019)
  - 2.5.3 Global Background Music Sale Price by Application (2014-2019)

### **3 GLOBAL BACKGROUND MUSIC BY PLAYERS**

- 3.1 Global Background Music Sales Market Share by Players
  - 3.1.1 Global Background Music Sales by Players (2017-2019)

- 3.1.2 Global Background Music Sales Market Share by Players (2017-2019)
- 3.2 Global Background Music Revenue Market Share by Players
  - 3.2.1 Global Background Music Revenue by Players (2017-2019)
  - 3.2.2 Global Background Music Revenue Market Share by Players (2017-2019)
- 3.3 Global Background Music Sale Price by Players
- 3.4 Global Background Music Manufacturing Base Distribution, Sales Area, Product Types by Players
  - 3.4.1 Global Background Music Manufacturing Base Distribution and Sales Area by Players
  - 3.4.2 Players Background Music Products Offered
- 3.5 Market Concentration Rate Analysis
  - 3.5.1 Competition Landscape Analysis
  - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) (2017-2019)
- 3.6 New Products and Potential Entrants
- 3.7 Mergers & Acquisitions, Expansion

## **4 BACKGROUND MUSIC BY REGIONS**

- 4.1 Background Music by Regions
  - 4.1.1 Global Background Music Consumption by Regions
  - 4.1.2 Global Background Music Value by Regions
- 4.2 Americas Background Music Consumption Growth
- 4.3 APAC Background Music Consumption Growth
- 4.4 Europe Background Music Consumption Growth
- 4.5 Middle East & Africa Background Music Consumption Growth

## **5 AMERICAS**

- 5.1 Americas Background Music Consumption by Countries
  - 5.1.1 Americas Background Music Consumption by Countries (2014-2019)
  - 5.1.2 Americas Background Music Value by Countries (2014-2019)
- 5.2 Americas Background Music Consumption by Type
- 5.3 Americas Background Music Consumption by Application
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Key Economic Indicators of Few Americas Countries

## **6 APAC**



## 6.1 APAC Background Music Consumption by Countries

6.1.1 APAC Background Music Consumption by Countries (2014-2019)

6.1.2 APAC Background Music Value by Countries (2014-2019)

## 6.2 APAC Background Music Consumption by Type

## 6.3 APAC Background Music Consumption by Application

## 6.4 China

## 6.5 Japan

## 6.6 Korea

## 6.7 Southeast Asia

## 6.8 India

## 6.9 Australia

## 6.10 Key Economic Indicators of Few APAC Countries

# 7 EUROPE

## 7.1 Europe Background Music by Countries

7.1.1 Europe Background Music Consumption by Countries (2014-2019)

7.1.2 Europe Background Music Value by Countries (2014-2019)

## 7.2 Europe Background Music Consumption by Type

## 7.3 Europe Background Music Consumption by Application

## 7.4 Germany

## 7.5 France

## 7.6 UK

## 7.7 Italy

## 7.8 Russia

## 7.9 Spain

## 7.10 Key Economic Indicators of Few Europe Countries

# 8 MIDDLE EAST & AFRICA

## 8.1 Middle East & Africa Background Music by Countries

8.1.1 Middle East & Africa Background Music Consumption by Countries (2014-2019)

8.1.2 Middle East & Africa Background Music Value by Countries (2014-2019)

## 8.2 Middle East & Africa Background Music Consumption by Type

## 8.3 Middle East & Africa Background Music Consumption by Application

## 8.4 Egypt

## 8.5 South Africa

## 8.6 Israel

8.7 Turkey

8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

9.1 Market Drivers and Impact

9.1.1 Growing Demand from Key Regions

9.1.2 Growing Demand from Key Applications and Potential Industries

9.2 Market Challenges and Impact

9.3 Market Trends

## **10 MARKETING, DISTRIBUTORS AND CUSTOMER**

10.1 Sales Channel

10.1.1 Direct Channels

10.1.2 Indirect Channels

10.2 Background Music Distributors

10.3 Background Music Customer

## **11 GLOBAL BACKGROUND MUSIC MARKET FORECAST**

11.1 Global Background Music Consumption Forecast (2019-2024)

11.2 Global Background Music Forecast by Regions

11.2.1 Global Background Music Forecast by Regions (2019-2024)

11.2.2 Global Background Music Value Forecast by Regions (2019-2024)

11.2.3 Americas Consumption Forecast

11.2.4 APAC Consumption Forecast

11.2.5 Europe Consumption Forecast

11.2.6 Middle East & Africa Consumption Forecast

11.3 Americas Forecast by Countries

11.3.1 United States Market Forecast

11.3.2 Canada Market Forecast

11.3.3 Mexico Market Forecast

11.3.4 Brazil Market Forecast

11.4 APAC Forecast by Countries

11.4.1 China Market Forecast

11.4.2 Japan Market Forecast

11.4.3 Korea Market Forecast

11.4.4 Southeast Asia Market Forecast

- 11.4.5 India Market Forecast
- 11.4.6 Australia Market Forecast
- 11.5 Europe Forecast by Countries
  - 11.5.1 Germany Market Forecast
  - 11.5.2 France Market Forecast
  - 11.5.3 UK Market Forecast
  - 11.5.4 Italy Market Forecast
  - 11.5.5 Russia Market Forecast
  - 11.5.6 Spain Market Forecast
- 11.6 Middle East & Africa Forecast by Countries
  - 11.6.1 Egypt Market Forecast
  - 11.6.2 South Africa Market Forecast
  - 11.6.3 Israel Market Forecast
  - 11.6.4 Turkey Market Forecast
  - 11.6.5 GCC Countries Market Forecast
- 11.7 Global Background Music Forecast by Type
- 11.8 Global Background Music Forecast by Application

## **12 KEY PLAYERS ANALYSIS**

- 12.1 Mood Media
  - 12.1.1 Company Details
  - 12.1.2 Background Music Product Offered
  - 12.1.3 Mood Media Background Music Sales, Revenue, Price and Gross Margin (2017-2019)
  - 12.1.4 Main Business Overview
  - 12.1.5 Mood Media News
- 12.2 PlayNetwork
  - 12.2.1 Company Details
  - 12.2.2 Background Music Product Offered
  - 12.2.3 PlayNetwork Background Music Sales, Revenue, Price and Gross Margin (2017-2019)
  - 12.2.4 Main Business Overview
  - 12.2.5 PlayNetwork News
- 12.3 TouchTunes
  - 12.3.1 Company Details
  - 12.3.2 Background Music Product Offered
  - 12.3.3 TouchTunes Background Music Sales, Revenue, Price and Gross Margin (2017-2019)

- 12.3.4 Main Business Overview
- 12.3.5 TouchTunes News
- 12.4 Usen Corporation
  - 12.4.1 Company Details
  - 12.4.2 Background Music Product Offered
  - 12.4.3 Usen Corporation Background Music Sales, Revenue, Price and Gross Margin (2017-2019)
  - 12.4.4 Main Business Overview
  - 12.4.5 Usen Corporation News
- 12.5 SiriusXM for Business
  - 12.5.1 Company Details
  - 12.5.2 Background Music Product Offered
  - 12.5.3 SiriusXM for Business Background Music Sales, Revenue, Price and Gross Margin (2017-2019)
  - 12.5.4 Main Business Overview
  - 12.5.5 SiriusXM for Business News
- 12.6 Pandora for Business
  - 12.6.1 Company Details
  - 12.6.2 Background Music Product Offered
  - 12.6.3 Pandora for Business Background Music Sales, Revenue, Price and Gross Margin (2017-2019)
  - 12.6.4 Main Business Overview
  - 12.6.5 Pandora for Business News
- 12.7 Almotech
  - 12.7.1 Company Details
  - 12.7.2 Background Music Product Offered
  - 12.7.3 Almotech Background Music Sales, Revenue, Price and Gross Margin (2017-2019)
  - 12.7.4 Main Business Overview
  - 12.7.5 Almotech News
- 12.8 Imagesound
  - 12.8.1 Company Details
  - 12.8.2 Background Music Product Offered
  - 12.8.3 Imagesound Background Music Sales, Revenue, Price and Gross Margin (2017-2019)
  - 12.8.4 Main Business Overview
  - 12.8.5 Imagesound News
- 12.9 NSM Music.
  - 12.9.1 Company Details

- 12.9.2 Background Music Product Offered
- 12.9.3 NSM Music. Background Music Sales, Revenue, Price and Gross Margin (2017-2019)
- 12.9.4 Main Business Overview
- 12.9.5 NSM Music. News
- 12.10 CSI Music
  - 12.10.1 Company Details
  - 12.10.2 Background Music Product Offered
  - 12.10.3 CSI Music Background Music Sales, Revenue, Price and Gross Margin (2017-2019)
  - 12.10.4 Main Business Overview
  - 12.10.5 CSI Music News
- 12.11 Easy on Hold
- 12.12 Sunflower Music
- 12.13 Soundjack
- 12.14 Xenon Music Media
- 12.15 Soundtrack Your Brand
- 12.16 Jamendo Listening
- 12.17 Heartbeats International
- 12.18 SoundMachine
- 12.19 Rockbot
- 12.20 Jukeboxy
- 12.21 Cloud Cover Music
- 12.22 Custom Channels
- 12.23 Auracle Sound
- 12.24 Brandtrack
- 12.25 Kasimu
- 12.26 Soundreef
- 12.27 Express Melody
- 12.28 Qsic
- 12.29 StorePlay
- 12.30 Open Ear Music

## **13 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Background Music

Table Product Specifications of Background Music

Figure Background Music Report Years Considered

Figure Market Research Methodology

Figure Global Background Music Consumption Growth Rate 2014-2024 (K Units)

Figure Global Background Music Value Growth Rate 2014-2024 (\$ Millions)

Table Background Music Consumption CAGR by Region 2014-2024 (\$ Millions)

Figure Product Picture of Music Streaming

Table Major Players of Music Streaming

Figure Product Picture of AV System Equipment

Table Major Players of AV System Equipment

Table Global Consumption Sales by Type (2014-2019)

Table Global Background Music Consumption Market Share by Type (2014-2019)

Figure Global Background Music Consumption Market Share by Type (2014-2019)

Table Global Background Music Revenue by Type (2014-2019) (\$ million)

Table Global Background Music Value Market Share by Type (2014-2019) (\$ Millions)

Figure Global Background Music Value Market Share by Type (2014-2019)

Table Global Background Music Sale Price by Type (2014-2019)

Figure Background Music Consumed in Retail Stores

Figure Global Background Music Market: Retail Stores (2014-2019) (K Units)

Figure Global Background Music Market: Retail Stores (2014-2019) (\$ Millions)

Figure Global Retail Stores YoY Growth (\$ Millions)

Figure Background Music Consumed in Cafes & Restaurants

Figure Global Background Music Market: Cafes & Restaurants (2014-2019) (K Units)

Figure Global Background Music Market: Cafes & Restaurants (2014-2019) (\$ Millions)

Figure Global Cafes & Restaurants YoY Growth (\$ Millions)

Figure Background Music Consumed in Leisure & Hospitality

Figure Global Background Music Market: Leisure & Hospitality (2014-2019) (K Units)

Figure Global Background Music Market: Leisure & Hospitality (2014-2019) (\$ Millions)

Figure Global Leisure & Hospitality YoY Growth (\$ Millions)

Figure Background Music Consumed in Public Organizations

Figure Global Background Music Market: Public Organizations (2014-2019) (K Units)

Figure Global Background Music Market: Public Organizations (2014-2019) (\$ Millions)

Figure Global Public Organizations YoY Growth (\$ Millions)

Figure Background Music Consumed in Others

Figure Global Background Music Market: Others (2014-2019) (K Units)  
Figure Global Background Music Market: Others (2014-2019) (\$ Millions)  
Figure Global Others YoY Growth (\$ Millions)  
Table Global Consumption Sales by Application (2014-2019)  
Table Global Background Music Consumption Market Share by Application (2014-2019)  
Figure Global Background Music Consumption Market Share by Application (2014-2019)  
Table Global Background Music Value by Application (2014-2019)  
Table Global Background Music Value Market Share by Application (2014-2019)  
Figure Global Background Music Value Market Share by Application (2014-2019)  
Table Global Background Music Sale Price by Application (2014-2019)  
Table Global Background Music Sales by Players (2017-2019) (K Units)  
Table Global Background Music Sales Market Share by Players (2017-2019)  
Figure Global Background Music Sales Market Share by Players in 2017  
Figure Global Background Music Sales Market Share by Players in 2018  
Table Global Background Music Revenue by Players (2017-2019) (\$ Millions)  
Table Global Background Music Revenue Market Share by Players (2017-2019)  
Figure Global Background Music Revenue Market Share by Players in 2017  
Figure Global Background Music Revenue Market Share by Players in 2018  
Table Global Background Music Sale Price by Players (2017-2019)  
Figure Global Background Music Sale Price by Players in 2018  
Table Global Background Music Manufacturing Base Distribution and Sales Area by Players  
Table Players Background Music Products Offered  
Table Background Music Concentration Ratio (CR3, CR5 and CR10) (2017-2019)  
Table Global Background Music Consumption by Regions 2014-2019 (K Units)  
Table Global Background Music Consumption Market Share by Regions 2014-2019  
Figure Global Background Music Consumption Market Share by Regions 2014-2019  
Table Global Background Music Value by Regions 2014-2019 (\$ Millions)  
Table Global Background Music Value Market Share by Regions 2014-2019  
Figure Global Background Music Value Market Share by Regions 2014-2019  
Figure Americas Background Music Consumption 2014-2019 (K Units)  
Figure Americas Background Music Value 2014-2019 (\$ Millions)  
Figure APAC Background Music Consumption 2014-2019 (K Units)  
Figure APAC Background Music Value 2014-2019 (\$ Millions)  
Figure Europe Background Music Consumption 2014-2019 (K Units)  
Figure Europe Background Music Value 2014-2019 (\$ Millions)  
Figure Middle East & Africa Background Music Consumption 2014-2019 (K Units)  
Figure Middle East & Africa Background Music Value 2014-2019 (\$ Millions)

Table Americas Background Music Consumption by Countries (2014-2019) (K Units)

Table Americas Background Music Consumption Market Share by Countries (2014-2019)

Figure Americas Background Music Consumption Market Share by Countries in 2018

Table Americas Background Music Value by Countries (2014-2019) (\$ Millions)

Table Americas Background Music Value Market Share by Countries (2014-2019)

Figure Americas Background Music Value Market Share by Countries in 2018

Table Americas Background Music Consumption by Type (2014-2019) (K Units)

Table Americas Background Music Consumption Market Share by Type (2014-2019)

Figure Americas Background Music Consumption Market Share by Type in 2018

Table Americas Background Music Consumption by Application (2014-2019) (K Units)

Table Americas Background Music Consumption Market Share by Application (2014-2019)

Figure Americas Background Music Consumption Market Share by Application in 2018

Figure United States Background Music Consumption Growth 2014-2019 (K Units)

Figure United States Background Music Value Growth 2014-2019 (\$ Millions)

Figure Canada Background Music Consumption Growth 2014-2019 (K Units)

Figure Canada Background Music Value Growth 2014-2019 (\$ Millions)

Figure Mexico Background Music Consumption Growth 2014-2019 (K Units)

Figure Mexico Background Music Value Growth 2014-2019 (\$ Millions)

Table APAC Background Music Consumption by Countries (2014-2019) (K Units)

Table APAC Background Music Consumption Market Share by Countries (2014-2019)

Figure APAC Background Music Consumption Market Share by Countries in 2018

Table APAC Background Music Value by Countries (2014-2019) (\$ Millions)

Table APAC Background Music Value Market Share by Countries (2014-2019)

Figure APAC Background Music Value Market Share by Countries in 2018

Table APAC Background Music Consumption by Type (2014-2019) (K Units)

Table APAC Background Music Consumption Market Share by Type (2014-2019)

Figure APAC Background Music Consumption Market Share by Type in 2018

Table APAC Background Music Consumption by Application (2014-2019) (K Units)

Table APAC Background Music Consumption Market Share by Application (2014-2019)

Figure APAC Background Music Consumption Market Share by Application in 2018

Figure China Background Music Consumption Growth 2014-2019 (K Units)

Figure China Background Music Value Growth 2014-2019 (\$ Millions)

Figure Japan Background Music Consumption Growth 2014-2019 (K Units)

Figure Japan Background Music Value Growth 2014-2019 (\$ Millions)

Figure Korea Background Music Consumption Growth 2014-2019 (K Units)

Figure Korea Background Music Value Growth 2014-2019 (\$ Millions)

Figure Southeast Asia Background Music Consumption Growth 2014-2019 (K Units)



Figure Southeast Asia Background Music Value Growth 2014-2019 (\$ Millions)

Figure India Background Music Consumption Growth 2014-2019 (K Units)

Figure India Background Music Value Growth 2014-2019 (\$ Millions)

Figure Australia Background Music Consumption Growth 2014-2019 (K Units)

Figure Australia Background Music Value Growth 2014-2019 (\$ Millions)

Table Europe Background Music Consumption by Countries (2014-2019) (K Units)

Table Europe Background Music Consumption Market Share by Countries (2014-2019)

Figure Europe Background Music Consumption Market Share by Countries in 2018

Table Europe Background Music Value by Countries (2014-2019) (\$ Millions)

Table Europe Background Music Value Market Share by Countries (2014-2019)

Figure Europe Background Music Value Market Share by Countries in 2018

Table Europe Background Music Consumption by Type (2014-2019) (K Units)

Table Europe Background Music Consumption Market Share by Type (2014-2019)

Figure Europe Background Music Consumption Market Share by Type in 2018

Table Europe Background Music Consumption by Application (2014-2019) (K Units)

Table Europe Background Music Consumption Market Share by Application (2014-2019)

Figure Europe Background Music Consumption Market Share by Application in 2018

Figure Germany Background Music Consumption Growth 2014-2019 (K Units)

Figure Germany Background Music Value Growth 2014-2019 (\$ Millions)

Figure France Background Music Consumption Growth 2014-2019 (K Units)

Figure France Background Music Value Growth 2014-2019 (\$ Millions)

Figure UK Background Music Consumption Growth 2014-2019 (K Units)

Figure UK Background Music Value Growth 2014-2019 (\$ Millions)

Figure Italy Background Music Consumption Growth 2014-2019 (K Units)

Figure Italy Background Music Value Growth 2014-2019 (\$ Millions)

Figure Russia Background Music Consumption Growth 2014-2019 (K Units)

Figure Russia Background Music Value Growth 2014-2019 (\$ Millions)

Figure Spain Background Music Consumption Growth 2014-2019 (K Units)

Figure Spain Background Music Value Growth 2014-2019 (\$ Millions)

Table Middle East & Africa Background Music Consumption by Countries (2014-2019) (K Units)

Table Middle East & Africa Background Music Consumption Market Share by Countries (2014-2019)

Figure Middle East & Africa Background Music Consumption Market Share by Countries in 2018

Table Middle East & Africa Background Music Value by Countries (2014-2019) (\$ Millions)

Table Middle East & Africa Background Music Value Market Share by Countries

(2014-2019)

Figure Middle East & Africa Background Music Value Market Share by Countries in 2018

Table Middle East & Africa Background Music Consumption by Type (2014-2019) (K Units)

Table Middle East & Africa Background Music Consumption Market Share by Type (2014-2019)

Figure Middle East & Africa Background Music Consumption Market Share by Type in 2018

Table Middle East & Africa Background Music Consumption by Application (2014-2019) (K Units)

Table Middle East & Africa Background Music Consumption Market Share by Application (2014-2019)

Figure Middle East & Africa Background Music Consumption Market Share by Application in 2018

Figure Egypt Background Music Consumption Growth 2014-2019 (K Units)

Figure Egypt Background Music Value Growth 2014-2019 (\$ Millions)

Figure South Africa Background Music Consumption Growth 2014-2019 (K Units)

Figure South Africa Background Music Value Growth 2014-2019 (\$ Millions)

Figure Israel Background Music Consumption Growth 2014-2019 (K Units)

Figure Israel Background Music Value Growth 2014-2019 (\$ Millions)

Figure Turkey Background Music Consumption Growth 2014-2019 (K Units)

Figure Turkey Background Music Value Growth 2014-2019 (\$ Millions)

Figure GCC Countries Background Music Consumption Growth 2014-2019 (K Units)

Figure GCC Countries Background Music Value Growth 2014-2019 (\$ Millions)

Table Background Music Distributors List

Table Background Music Customer List

Figure Global Background Music Consumption Growth Rate Forecast (2019-2024) (K Units)

Figure Global Background Music Value Growth Rate Forecast (2019-2024) (\$ Millions)

Table Global Background Music Consumption Forecast by Countries (2019-2024) (K Units)

Table Global Background Music Consumption Market Forecast by Regions

Table Global Background Music Value Forecast by Countries (2019-2024) (\$ Millions)

Table Global Background Music Value Market Share Forecast by Regions

Figure Americas Background Music Consumption 2019-2024 (K Units)

Figure Americas Background Music Value 2019-2024 (\$ Millions)

Figure APAC Background Music Consumption 2019-2024 (K Units)

Figure APAC Background Music Value 2019-2024 (\$ Millions)

Figure Europe Background Music Consumption 2019-2024 (K Units)  
Figure Europe Background Music Value 2019-2024 (\$ Millions)  
Figure Middle East & Africa Background Music Consumption 2019-2024 (K Units)  
Figure Middle East & Africa Background Music Value 2019-2024 (\$ Millions)  
Figure United States Background Music Consumption 2019-2024 (K Units)  
Figure United States Background Music Value 2019-2024 (\$ Millions)  
Figure Canada Background Music Consumption 2019-2024 (K Units)  
Figure Canada Background Music Value 2019-2024 (\$ Millions)  
Figure Mexico Background Music Consumption 2019-2024 (K Units)  
Figure Mexico Background Music Value 2019-2024 (\$ Millions)  
Figure Brazil Background Music Consumption 2019-2024 (K Units)  
Figure Brazil Background Music Value 2019-2024 (\$ Millions)  
Figure China Background Music Consumption 2019-2024 (K Units)  
Figure China Background Music Value 2019-2024 (\$ Millions)  
Figure Japan Background Music Consumption 2019-2024 (K Units)  
Figure Japan Background Music Value 2019-2024 (\$ Millions)  
Figure Korea Background Music Consumption 2019-2024 (K Units)  
Figure Korea Background Music Value 2019-2024 (\$ Millions)  
Figure Southeast Asia Background Music Consumption 2019-2024 (K Units)  
Figure Southeast Asia Background Music Value 2019-2024 (\$ Millions)  
Figure India Background Music Consumption 2019-2024 (K Units)  
Figure India Background Music Value 2019-2024 (\$ Millions)  
Figure Australia Background Music Consumption 2019-2024 (K Units)  
Figure Australia Background Music Value 2019-2024 (\$ Millions)  
Figure Germany Background Music Consumption 2019-2024 (K Units)  
Figure Germany Background Music Value 2019-2024 (\$ Millions)  
Figure France Background Music Consumption 2019-2024 (K Units)  
Figure France Background Music Value 2019-2024 (\$ Millions)  
Figure UK Background Music Consumption 2019-2024 (K Units)  
Figure UK Background Music Value 2019-2024 (\$ Millions)  
Figure Italy Background Music Consumption 2019-2024 (K Units)  
Figure Italy Background Music Value 2019-2024 (\$ Millions)  
Figure Russia Background Music Consumption 2019-2024 (K Units)  
Figure Russia Background Music Value 2019-2024 (\$ Millions)  
Figure Spain Background Music Consumption 2019-2024 (K Units)  
Figure Spain Background Music Value 2019-2024 (\$ Millions)  
Figure Egypt Background Music Consumption 2019-2024 (K Units)  
Figure Egypt Background Music Value 2019-2024 (\$ Millions)  
Figure South Africa Background Music Consumption 2019-2024 (K Units)

Figure South Africa Background Music Value 2019-2024 (\$ Millions)

Figure Israel Background Music Consumption 2019-2024 (K Units)

Figure Israel Background Music Value 2019-2024 (\$ Millions)

Figure Turkey Background Music Consumption 2019-2024 (K Units)

Figure Turkey Background Music Value 2019-2024 (\$ Millions)

Figure GCC Countries Background Music Consumption 2019-2024 (K Units)

Figure GCC Countries Background Music Value 2019-2024 (\$ Millions)

Table Global Background Music Consumption Forecast by Type (2019-2024) (K Units)

Table Global Background Music Consumption Market Share Forecast by Type (2019-2024)

Table Global Background Music Value Forecast by Type (2019-2024) (\$ Millions)

Table Global Background Music Value Market Share Forecast by Type (2019-2024)

Table Global Background Music Consumption Forecast by Application (2019-2024) (K Units)

Table Global Background Music Consumption Market Share Forecast by Application (2019-2024)

Table Global Background Music Value Forecast by Application (2019-2024) (\$ Millions)

Table Global Background Music Value Market Share Forecast by Application (2019-2024)

Table Mood Media Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Mood Media Background Music Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Mood Media Background Music Market Share (2017-2019)

Table PlayNetwork Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table PlayNetwork Background Music Sales, Revenue, Price and Gross Margin (2017-2019)

Figure PlayNetwork Background Music Market Share (2017-2019)

Table TouchTunes Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table TouchTunes Background Music Sales, Revenue, Price and Gross Margin (2017-2019)

Figure TouchTunes Background Music Market Share (2017-2019)

Table Usen Corporation Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Usen Corporation Background Music Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Usen Corporation Background Music Market Share (2017-2019)

Table SiriusXM for Business Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table SiriusXM for Business Background Music Sales, Revenue, Price and Gross Margin (2017-2019)

Figure SiriusXM for Business Background Music Market Share (2017-2019)

Table Pandora for Business Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Pandora for Business Background Music Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Pandora for Business Background Music Market Share (2017-2019)

Table Almotech Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Almotech Background Music Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Almotech Background Music Market Share (2017-2019)

Table Imagesound Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Imagesound Background Music Sales, Revenue, Price and Gross Margin (2017-2019)

Figure Imagesound Background Music Market Share (2017-2019)

Table NSM Music. Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table NSM Music. Background Music Sales, Revenue, Price and Gross Margin (2017-2019)

Figure NSM Music. Background Music Market Share (2017-2019)

Table CSI Music Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table CSI Music Background Music Sales, Revenue, Price and Gross Margin (2017-2019)

Figure CSI Music Background Music Market Share (2017-2019)

Table Easy on Hold Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Sunflower Music Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Soundjack Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Xenon Music Media Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Soundtrack Your Brand Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Jamendo Listening Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Heartbeats International Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table SoundMachine Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Rockbot Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Jukeboxy Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Cloud Cover Music Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Custom Channels Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Auracle Sound Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Brandtrack Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Kasimu Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Soundreef Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Express Melody Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Qsic Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table StorePlay Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Open Ear Music Basic Information, Manufacturing Base, Sales Area and Its Competitors

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