

# Portable Bluetooth Speakers-China Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/PCC712B12AAEN.html>

Date: December 2017

Pages: 151

Price: US\$ 2,980.00 (Single User License)

ID: PCC712B12AAEN

## Abstracts

### Report Summary

Portable Bluetooth Speakers-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Portable Bluetooth Speakers industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Portable Bluetooth Speakers 2013-2017, and development forecast 2018-2023

Main market players of Portable Bluetooth Speakers in China, with company and product introduction, position in the Portable Bluetooth Speakers market

Market status and development trend of Portable Bluetooth Speakers by types and applications

Cost and profit status of Portable Bluetooth Speakers, and marketing status

Market growth drivers and challenges

The report segments the China Portable Bluetooth Speakers market as:

China Portable Bluetooth Speakers Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China

Northeast China

East China

Central & South China

Southwest China  
Northwest China

China Portable Bluetooth Speakers Market: Product Type Segment Analysis  
(Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

AC/DC Bluetooth speakers  
AC-only Bluetooth speakers  
DC-only Bluetooth speakers

China Portable Bluetooth Speakers Market: Application Segment Analysis  
(Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Household Use  
Outdoor Use

China Portable Bluetooth Speakers Market: Players Segment Analysis (Company and Product introduction, Portable Bluetooth Speakers Sales Volume, Revenue, Price and Gross Margin):

Harman Kardon  
Bose  
BRAVEN LLC  
Philips  
Hmdx  
Jawbone  
Logitech  
Sony  
Beats Electronics LLC  
Imation Corp  
Creative  
Pioneer  
KLIPSCH GROUP  
D+M Group  
Scosche Industries  
LG  
Sennheiser?Jarre?  
Samsung

Panasonic  
Yamaha  
Polk Audio  
EARISE  
AUKEY  
AONI  
BOWERS & WILKINS  
ISOUND  
Sherwood  
Divoom  
Fluance  
Eton

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### **CHAPTER 1 OVERVIEW OF PORTABLE BLUETOOTH SPEAKERS**

- 1.1 Definition of Portable Bluetooth Speakers in This Report
- 1.2 Commercial Types of Portable Bluetooth Speakers
  - 1.2.1 AC/DC Bluetooth speakers
  - 1.2.2 AC-only Bluetooth speakers
  - 1.2.3 DC-only Bluetooth speakers
- 1.3 Downstream Application of Portable Bluetooth Speakers
  - 1.3.1 Household Use
  - 1.3.2 Outdoor Use
- 1.4 Development History of Portable Bluetooth Speakers
- 1.5 Market Status and Trend of Portable Bluetooth Speakers 2013-2023
  - 1.5.1 China Portable Bluetooth Speakers Market Status and Trend 2013-2023
  - 1.5.2 Regional Portable Bluetooth Speakers Market Status and Trend 2013-2023

### **CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Portable Bluetooth Speakers in China 2013-2017
- 2.2 Consumption Market of Portable Bluetooth Speakers in China by Regions
  - 2.2.1 Consumption Volume of Portable Bluetooth Speakers in China by Regions
  - 2.2.2 Revenue of Portable Bluetooth Speakers in China by Regions
- 2.3 Market Analysis of Portable Bluetooth Speakers in China by Regions
  - 2.3.1 Market Analysis of Portable Bluetooth Speakers in North China 2013-2017
  - 2.3.2 Market Analysis of Portable Bluetooth Speakers in Northeast China 2013-2017
  - 2.3.3 Market Analysis of Portable Bluetooth Speakers in East China 2013-2017
  - 2.3.4 Market Analysis of Portable Bluetooth Speakers in Central & South China 2013-2017
  - 2.3.5 Market Analysis of Portable Bluetooth Speakers in Southwest China 2013-2017
  - 2.3.6 Market Analysis of Portable Bluetooth Speakers in Northwest China 2013-2017
- 2.4 Market Development Forecast of Portable Bluetooth Speakers in China 2018-2023
  - 2.4.1 Market Development Forecast of Portable Bluetooth Speakers in China 2018-2023
  - 2.4.2 Market Development Forecast of Portable Bluetooth Speakers by Regions 2018-2023

### **CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES**

### 3.1 Whole China Market Status by Types

#### 3.1.1 Consumption Volume of Portable Bluetooth Speakers in China by Types

#### 3.1.2 Revenue of Portable Bluetooth Speakers in China by Types

### 3.2 China Market Status by Types in Major Countries

#### 3.2.1 Market Status by Types in North China

#### 3.2.2 Market Status by Types in Northeast China

#### 3.2.3 Market Status by Types in East China

#### 3.2.4 Market Status by Types in Central & South China

#### 3.2.5 Market Status by Types in Southwest China

#### 3.2.6 Market Status by Types in Northwest China

### 3.3 Market Forecast of Portable Bluetooth Speakers in China by Types

## **CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

### 4.1 Demand Volume of Portable Bluetooth Speakers in China by Downstream Industry

### 4.2 Demand Volume of Portable Bluetooth Speakers by Downstream Industry in Major Countries

#### 4.2.1 Demand Volume of Portable Bluetooth Speakers by Downstream Industry in North China

#### 4.2.2 Demand Volume of Portable Bluetooth Speakers by Downstream Industry in Northeast China

#### 4.2.3 Demand Volume of Portable Bluetooth Speakers by Downstream Industry in East China

#### 4.2.4 Demand Volume of Portable Bluetooth Speakers by Downstream Industry in Central & South China

#### 4.2.5 Demand Volume of Portable Bluetooth Speakers by Downstream Industry in Southwest China

#### 4.2.6 Demand Volume of Portable Bluetooth Speakers by Downstream Industry in Northwest China

### 4.3 Market Forecast of Portable Bluetooth Speakers in China by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF PORTABLE BLUETOOTH SPEAKERS**

### 5.1 China Economy Situation and Trend Overview

### 5.2 Portable Bluetooth Speakers Downstream Industry Situation and Trend Overview

## **CHAPTER 6 PORTABLE BLUETOOTH SPEAKERS MARKET COMPETITION**

## **STATUS BY MAJOR PLAYERS IN CHINA**

- 6.1 Sales Volume of Portable Bluetooth Speakers in China by Major Players
- 6.2 Revenue of Portable Bluetooth Speakers in China by Major Players
- 6.3 Basic Information of Portable Bluetooth Speakers by Major Players
  - 6.3.1 Headquarters Location and Established Time of Portable Bluetooth Speakers Major Players
  - 6.3.2 Employees and Revenue Level of Portable Bluetooth Speakers Major Players
- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch

## **CHAPTER 7 PORTABLE BLUETOOTH SPEAKERS MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

- 7.1 Harman Kardon
  - 7.1.1 Company profile
  - 7.1.2 Representative Portable Bluetooth Speakers Product
  - 7.1.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of Harman Kardon
- 7.2 Bose
  - 7.2.1 Company profile
  - 7.2.2 Representative Portable Bluetooth Speakers Product
  - 7.2.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of Bose
- 7.3 BRAVEN LLC
  - 7.3.1 Company profile
  - 7.3.2 Representative Portable Bluetooth Speakers Product
  - 7.3.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of BRAVEN LLC
- 7.4 Philips
  - 7.4.1 Company profile
  - 7.4.2 Representative Portable Bluetooth Speakers Product
  - 7.4.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of Philips
- 7.5 Hmdx
  - 7.5.1 Company profile
  - 7.5.2 Representative Portable Bluetooth Speakers Product
  - 7.5.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of Hmdx
- 7.6 Jawbone

- 7.6.1 Company profile
- 7.6.2 Representative Portable Bluetooth Speakers Product
- 7.6.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of Jawbone
- 7.7 Logitech
  - 7.7.1 Company profile
  - 7.7.2 Representative Portable Bluetooth Speakers Product
  - 7.7.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of Logitech
- 7.8 Sony
  - 7.8.1 Company profile
  - 7.8.2 Representative Portable Bluetooth Speakers Product
  - 7.8.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of Sony
- 7.9 Beats Electronics LLC
  - 7.9.1 Company profile
  - 7.9.2 Representative Portable Bluetooth Speakers Product
  - 7.9.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of Beats Electronics LLC
- 7.10 Imation Corp
  - 7.10.1 Company profile
  - 7.10.2 Representative Portable Bluetooth Speakers Product
  - 7.10.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of Imation Corp
- 7.11 Creative
  - 7.11.1 Company profile
  - 7.11.2 Representative Portable Bluetooth Speakers Product
  - 7.11.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of Creative
- 7.12 Poineer
  - 7.12.1 Company profile
  - 7.12.2 Representative Portable Bluetooth Speakers Product
  - 7.12.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of Poineer
- 7.13 KLIPSCH GROUP
  - 7.13.1 Company profile
  - 7.13.2 Representative Portable Bluetooth Speakers Product
  - 7.13.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of KLIPSCH GROUP
- 7.14 D+M Group

- 7.14.1 Company profile
- 7.14.2 Representative Portable Bluetooth Speakers Product
- 7.14.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of D+M Group
- 7.15 Scosche Industries
  - 7.15.1 Company profile
  - 7.15.2 Representative Portable Bluetooth Speakers Product
  - 7.15.3 Portable Bluetooth Speakers Sales, Revenue, Price and Gross Margin of Scosche Industries
- 7.16 LG
- 7.17 Sennheiser?Jarre?
- 7.18 Samsung
- 7.19 Panasonic
- 7.20 Yamaha
- 7.21 Polk Audio
- 7.22 EARISE
- 7.23 AUKEY
- 7.24 AONI
- 7.25 BOWERS & WILKINS
- 7.26 ISOUND
- 7.27 Sherwood
- 7.28 Divoom
- 7.29 Fluance
- 7.30 Eton

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF PORTABLE BLUETOOTH SPEAKERS**

- 8.1 Industry Chain of Portable Bluetooth Speakers
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF PORTABLE BLUETOOTH SPEAKERS**

- 9.1 Cost Structure Analysis of Portable Bluetooth Speakers
- 9.2 Raw Materials Cost Analysis of Portable Bluetooth Speakers
- 9.3 Labor Cost Analysis of Portable Bluetooth Speakers
- 9.4 Manufacturing Expenses Analysis of Portable Bluetooth Speakers



## **CHAPTER 10 MARKETING STATUS ANALYSIS OF PORTABLE BLUETOOTH SPEAKERS**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Reference

## I would like to order

Product name: Portable Bluetooth Speakers-China Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/PCC712B12AAEN.html>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PCC712B12AAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970