

# Global Guitar Market Research Report 2016

<https://marketpublishers.com/r/G62D011917AEN.html>

Date: October 2016

Pages: 114

Price: US\$ 2,900.00 (Single User License)

ID: G62D011917AEN

## Abstracts

### Notes:

Production, means the output of Guitar

Revenue, means the sales value of Guitar

This report studies Guitar in Global market, especially in North America, Europe, China, Japan, Southeast Asia and India, focuses on top manufacturers in global market, with production, price, revenue and market share for each manufacturer, covering

Fender

Gibson

Ibanez

ESP

CORT•

MARTIN

Jackson

Yamaha•

Epiphone

Kapok

Jisheng

KANON

Market Segment by Regions, this report splits Global into several key Regions, with production, consumption, revenue, market share and growth rate of Guitar in these regions, from 2011 to 2021 (forecast), like

North America

Europe

China

Japan

Southeast Asia

India

Split by product type, with production, revenue, price, market share and growth rate of each type, can be divided into

Acoustic Guitar

Electric?Guitar

Classic?Guitar

Split by application, this report focuses on consumption, market share and growth rate of Guitar in each application, can be divided into

Household Usage

Commercial Usage

Application 3

## Contents

### Global Guitar Market Research Report 2016

#### **1 GUITAR MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Guitar
- 1.2 Guitar Segment by Type
  - 1.2.1 Global Production Market Share of Guitar by Type in 2015
  - 1.2.2 Acoustic Guitar
  - 1.2.3 Electric?Guitar
  - 1.2.4 Classic?Guitar
- 1.3 Guitar Segment by Application
  - 1.3.1 Guitar Consumption Market Share by Application in 2015
  - 1.3.2 Household Usage
  - 1.3.3 Commercial Usage
  - 1.3.4 Application
- 1.4 Guitar Market by Region
  - 1.4.1 North America Status and Prospect (2011-2021)
  - 1.4.2 Europe Status and Prospect (2011-2021)
  - 1.4.3 China Status and Prospect (2011-2021)
  - 1.4.4 Japan Status and Prospect (2011-2021)
  - 1.4.5 Southeast Asia Status and Prospect (2011-2021)
  - 1.4.6 India Status and Prospect (2011-2021)
- 1.5 Global Market Size (Value) of Guitar (2011-2021)

#### **2 GLOBAL GUITAR MARKET COMPETITION BY MANUFACTURERS**

- 2.1 Global Guitar Production and Share by Manufacturers (2015 and 2016)
- 2.2 Global Guitar Revenue and Share by Manufacturers (2015 and 2016)
- 2.3 Global Guitar Average Price by Manufacturers (2015 and 2016)
- 2.4 Manufacturers Guitar Manufacturing Base Distribution, Sales Area and Product Type
- 2.5 Guitar Market Competitive Situation and Trends
  - 2.5.1 Guitar Market Concentration Rate
  - 2.5.2 Guitar Market Share of Top 3 and Top 5 Manufacturers
  - 2.5.3 Mergers & Acquisitions, Expansion

#### **3 GLOBAL GUITAR PRODUCTION, REVENUE (VALUE) BY REGION (2011-2016)**

- 3.1 Global Guitar Production by Region (2011-2016)
- 3.2 Global Guitar Production Market Share by Region (2011-2016)
- 3.3 Global Guitar Revenue (Value) and Market Share by Region (2011-2016)
- 3.4 Global Guitar Production, Revenue, Price and Gross Margin (2011-2016)
- 3.5 North America Guitar Production, Revenue, Price and Gross Margin (2011-2016)
- 3.6 Europe Guitar Production, Revenue, Price and Gross Margin (2011-2016)
- 3.7 China Guitar Production, Revenue, Price and Gross Margin (2011-2016)
- 3.8 Japan Guitar Production, Revenue, Price and Gross Margin (2011-2016)
- 3.9 Southeast Asia Guitar Production, Revenue, Price and Gross Margin (2011-2016)
- 3.10 India Guitar Production, Revenue, Price and Gross Margin (2011-2016)

#### **4 GLOBAL GUITAR SUPPLY (PRODUCTION), CONSUMPTION, EXPORT, IMPORT BY REGIONS (2011-2016)**

- 4.1 Global Guitar Consumption by Regions (2011-2016)
- 4.2 North America Guitar Production, Consumption, Export, Import by Regions (2011-2016)
- 4.3 Europe Guitar Production, Consumption, Export, Import by Regions (2011-2016)
- 4.4 China Guitar Production, Consumption, Export, Import by Regions (2011-2016)
- 4.5 Japan Guitar Production, Consumption, Export, Import by Regions (2011-2016)
- 4.6 Southeast Asia Guitar Production, Consumption, Export, Import by Regions (2011-2016)
- 4.7 India Guitar Production, Consumption, Export, Import by Regions (2011-2016)

#### **5 GLOBAL GUITAR PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE**

- 5.1 Global Guitar Production and Market Share by Type (2011-2016)
- 5.2 Global Guitar Revenue and Market Share by Type (2011-2016)
- 5.3 Global Guitar Price by Type (2011-2016)
- 5.4 Global Guitar Production Growth by Type (2011-2016)

#### **6 GLOBAL GUITAR MARKET ANALYSIS BY APPLICATION**

- 6.1 Global Guitar Consumption and Market Share by Application (2011-2016)
- 6.2 Global Guitar Consumption Growth Rate by Application (2011-2016)
- 6.3 Market Drivers and Opportunities
  - 6.3.1 Potential Applications
  - 6.3.2 Emerging Markets/Countries

## **7 GLOBAL GUITAR MANUFACTURERS PROFILES/ANALYSIS**

### **7.1 Fender**

7.1.1 Company Basic Information, Manufacturing Base and Its Competitors

7.1.2 Guitar Product Type, Application and Specification

7.1.2.1 Type I

7.1.2.2 Type II

7.1.3 Fender Guitar Production, Revenue, Price and Gross Margin (2015 and 2016)

7.1.4 Main Business/Business Overview

### **7.2 Gibson**

7.2.1 Company Basic Information, Manufacturing Base and Its Competitors

7.2.2 Guitar Product Type, Application and Specification

7.2.2.1 Type I

7.2.2.2 Type II

7.2.3 Gibson Guitar Production, Revenue, Price and Gross Margin (2015 and 2016)

7.2.4 Main Business/Business Overview

### **7.3 Ibanez**

7.3.1 Company Basic Information, Manufacturing Base and Its Competitors

7.3.2 Guitar Product Type, Application and Specification

7.3.2.1 Type I

7.3.2.2 Type II

7.3.3 Ibanez Guitar Production, Revenue, Price and Gross Margin (2015 and 2016)

7.3.4 Main Business/Business Overview

### **7.4 ESP**

7.4.1 Company Basic Information, Manufacturing Base and Its Competitors

7.4.2 Guitar Product Type, Application and Specification

7.4.2.1 Type I

7.4.2.2 Type II

7.4.3 ESP Guitar Production, Revenue, Price and Gross Margin (2015 and 2016)

7.4.4 Main Business/Business Overview

### **7.5 CORT•**

7.5.1 Company Basic Information, Manufacturing Base and Its Competitors

7.5.2 Guitar Product Type, Application and Specification

7.5.2.1 Type I

7.5.2.2 Type II

7.5.3 CORT• Guitar Production, Revenue, Price and Gross Margin (2015 and 2016)

7.5.4 Main Business/Business Overview

### **7.6 MARTIN**

- 7.6.1 Company Basic Information, Manufacturing Base and Its Competitors
- 7.6.2 Guitar Product Type, Application and Specification
  - 7.6.2.1 Type I
  - 7.6.2.2 Type II
- 7.6.3 MARTIN Guitar Production, Revenue, Price and Gross Margin (2015 and 2016)
- 7.6.4 Main Business/Business Overview
- 7.7 Jackson
  - 7.7.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.7.2 Guitar Product Type, Application and Specification
    - 7.7.2.1 Type I
    - 7.7.2.2 Type II
  - 7.7.3 Jackson Guitar Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.7.4 Main Business/Business Overview
- 7.8 Yamaha•
  - 7.8.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.8.2 Guitar Product Type, Application and Specification
    - 7.8.2.1 Type I
    - 7.8.2.2 Type II
  - 7.8.3 Yamaha• Guitar Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.8.4 Main Business/Business Overview
- 7.9 Epiphone
  - 7.9.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.9.2 Guitar Product Type, Application and Specification
    - 7.9.2.1 Type I
    - 7.9.2.2 Type II
  - 7.9.3 Epiphone Guitar Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.9.4 Main Business/Business Overview
- 7.10 Kapok
  - 7.10.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.10.2 Guitar Product Type, Application and Specification
    - 7.10.2.1 Type I
    - 7.10.2.2 Type II
  - 7.10.3 Kapok Guitar Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.10.4 Main Business/Business Overview
- 7.11 Jisheng
- 7.12 KANON

## **8 GUITAR MANUFACTURING COST ANALYSIS**

- 8.1 Guitar Key Raw Materials Analysis
  - 8.1.1 Key Raw Materials
  - 8.1.2 Price Trend of Key Raw Materials
  - 8.1.3 Key Suppliers of Raw Materials
  - 8.1.4 Market Concentration Rate of Raw Materials
- 8.2 Proportion of Manufacturing Cost Structure
  - 8.2.1 Raw Materials
  - 8.2.2 Labor Cost
  - 8.2.3 Manufacturing Expenses
- 8.3 Manufacturing Process Analysis of Guitar

## **9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 9.1 Guitar Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Guitar Major Manufacturers in 2015
- 9.4 Downstream Buyers

## **10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 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

## **11 MARKET EFFECT FACTORS ANALYSIS**

- 11.1 Technology Progress/Risk
  - 11.1.1 Substitutes Threat
  - 11.1.2 Technology Progress in Related Industry
- 11.2 Consumer Needs/Customer Preference Change
- 11.3 Economic/Political Environmental Change

## **12 GLOBAL GUITAR MARKET FORECAST (2016-2021)**



- 12.1 Global Guitar Production, Revenue Forecast (2016-2021)
- 12.2 Global Guitar Production, Consumption Forecast by Regions (2016-2021)
- 12.3 Global Guitar Production Forecast by Type (2016-2021)
- 12.4 Global Guitar Consumption Forecast by Application (2016-2021)
- 12.5 Guitar Price Forecast (2016-2021)

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

- Author List
- Disclosure Section
- Research Methodology
- Data Source
- China Disclaimer

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Guitar  
Figure Global Production Market Share of Guitar by Type in 2015  
Figure Product Picture of Acoustic Guitar  
Table Major Manufacturers of Acoustic Guitar  
Figure Product Picture of Electric?Guitar  
Table Major Manufacturers of Electric?Guitar  
Figure Product Picture of Classic?Guitar  
Table Major Manufacturers of Classic?Guitar  
Table Guitar Consumption Market Share by Application in 2015  
Figure Household Usage Examples  
Figure Commercial Usage Examples  
Figure Application 3 Examples  
Figure North America Guitar Revenue (Million USD) and Growth Rate (2011-2021)  
Figure Europe Guitar Revenue (Million USD) and Growth Rate (2011-2021)  
Figure China Guitar Revenue (Million USD) and Growth Rate (2011-2021)  
Figure Japan Guitar Revenue (Million USD) and Growth Rate (2011-2021)  
Figure Southeast Asia Guitar Revenue (Million USD) and Growth Rate (2011-2021)  
Figure India Guitar Revenue (Million USD) and Growth Rate (2011-2021)  
Figure Global Guitar Revenue (Million UDS) and Growth Rate (2011-2021)  
Table Global Guitar Capacity of Key Manufacturers (2015 and 2016)  
Table Global Guitar Capacity Market Share by Manufacturers (2015 and 2016)  
Figure Global Guitar Capacity of Key Manufacturers in 2015  
Figure Global Guitar Capacity of Key Manufacturers in 2016  
Table Global Guitar Production of Key Manufacturers (2015 and 2016)  
Table Global Guitar Production Share by Manufacturers (2015 and 2016)  
Figure 2015 Guitar Production Share by Manufacturers  
Figure 2016 Guitar Production Share by Manufacturers  
Table Global Guitar Revenue (Million USD) by Manufacturers (2015 and 2016)  
Table Global Guitar Revenue Share by Manufacturers (2015 and 2016)  
Table 2015 Global Guitar Revenue Share by Manufacturers  
Table 2016 Global Guitar Revenue Share by Manufacturers  
Table Global Market Guitar Average Price of Key Manufacturers (2015 and 2016)  
Figure Global Market Guitar Average Price of Key Manufacturers in 2015  
Table Manufacturers Guitar Manufacturing Base Distribution and Sales Area  
Table Manufacturers Guitar Product Type

Figure Guitar Market Share of Top 3 Manufacturers  
Figure Guitar Market Share of Top 5 Manufacturers  
Table Global Guitar Capacity by Regions (2011-2016)  
Figure Global Guitar Capacity Market Share by Regions (2011-2016)  
Figure Global Guitar Capacity Market Share by Regions (2011-2016)  
Figure 2015 Global Guitar Capacity Market Share by Regions  
Table Global Guitar Production by Regions (2011-2016)  
Figure Global Guitar Production and Market Share by Regions (2011-2016)  
Figure Global Guitar Production Market Share by Regions (2011-2016)  
Figure 2015 Global Guitar Production Market Share by Regions  
Table Global Guitar Revenue by Regions (2011-2016)  
Table Global Guitar Revenue Market Share by Regions (2011-2016)  
Table 2015 Global Guitar Revenue Market Share by Regions  
Table Global Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Table North America Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Table Europe Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Table China Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Table Japan Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Table Southeast Asia Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Table India Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Table Global Guitar Consumption Market by Regions (2011-2016)  
Table Global Guitar Consumption Market Share by Regions (2011-2016)  
Figure Global Guitar Consumption Market Share by Regions (2011-2016)  
Figure 2015 Global Guitar Consumption Market Share by Regions  
Table North America Guitar Production, Consumption, Import & Export (2011-2016)  
Table Europe Guitar Production, Consumption, Import & Export (2011-2016)  
Table China Guitar Production, Consumption, Import & Export (2011-2016)  
Table Japan Guitar Production, Consumption, Import & Export (2011-2016)  
Table Southeast Asia Guitar Production, Consumption, Import & Export (2011-2016)  
Table India Guitar Production, Consumption, Import & Export (2011-2016)  
Table Global Guitar Production by Type (2011-2016)  
Table Global Guitar Production Share by Type (2011-2016)  
Figure Production Market Share of Guitar by Type (2011-2016)  
Figure 2015 Production Market Share of Guitar by Type  
Table Global Guitar Revenue by Type (2011-2016)  
Table Global Guitar Revenue Share by Type (2011-2016)  
Figure Production Revenue Share of Guitar by Type (2011-2016)  
Figure 2015 Revenue Market Share of Guitar by Type  
Table Global Guitar Price by Type (2011-2016)

Figure Global Guitar Production Growth by Type (2011-2016)  
Table Global Guitar Consumption by Application (2011-2016)  
Table Global Guitar Consumption Market Share by Application (2011-2016)  
Figure Global Guitar Consumption Market Share by Application in 2015  
Table Global Guitar Consumption Growth Rate by Application (2011-2016)  
Figure Global Guitar Consumption Growth Rate by Application (2011-2016)  
Table Fender Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Fender Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Figure Fender Guitar Market Share (2011-2016)  
Table Gibson Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Gibson Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Figure Gibson Guitar Market Share (2011-2016)  
Table Ibanez Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Ibanez Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Figure Ibanez Guitar Market Share (2011-2016)  
Table ESP Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table ESP Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Figure ESP Guitar Market Share (2011-2016)  
Table CORT• Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table CORT• Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Figure CORT• Guitar Market Share (2011-2016)  
Table MARTIN Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table MARTIN Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Figure MARTIN Guitar Market Share (2011-2016)  
Table Jackson Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Jackson Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Figure Jackson Guitar Market Share (2011-2016)  
Table Yamaha• Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Yamaha• Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Figure Yamaha• Guitar Market Share (2011-2016)  
Table Epiphone Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Epiphone Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Figure Epiphone Guitar Market Share (2011-2016)  
Table Kapok Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Kapok Guitar Production, Revenue, Price and Gross Margin (2011-2016)  
Figure Kapok Guitar Market Share (2011-2016)  
Table Production Base and Market Concentration Rate of Raw Material  
Figure Price Trend of Key Raw Materials  
Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Guitar  
Figure Manufacturing Process Analysis of Guitar  
Figure Guitar Industrial Chain Analysis  
Table Raw Materials Sources of Guitar Major Manufacturers in 2015  
Table Major Buyers of Guitar  
Table Distributors/Traders List  
Figure Global Guitar Production and Growth Rate Forecast (2016-2021)  
Figure Global Guitar Revenue and Growth Rate Forecast (2016-2021)  
Table Global Guitar Production Forecast by Regions (2016-2021)  
Table Global Guitar Consumption Forecast by Regions (2016-2021)  
Table Global Guitar Production Forecast by Type (2016-2021)  
Table Global Guitar Consumption Forecast by Application (2016-2021)

## I would like to order

Product name: Global Guitar Market Research Report 2016

Product link: <https://marketpublishers.com/r/G62D011917AEN.html>

Price: US\$ 2,900.00 (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/G62D011917AEN.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