

# Global Piano Market Research Report 2016

<https://marketpublishers.com/r/GAC0BC49CB5EN.html>

Date: October 2016

Pages: 122

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

ID: GAC0BC49CB5EN

## Abstracts

### Notes:

Production, means the output of Piano

Revenue, means the sales value of Piano

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

Yamaha Pianos

KAWAI

Samick

Youngchang

Steinborgh

Steinway

Bechstein

Boesendorfer

Mason & Hamlin

AUGUST FOERSTER

Fazioli

Guangzhou Pearl River Piano Group

Yangtze Piano

Xinghai Piano Group

Hailun Pianos

Goodway

Shanghai Mendelssohn Piano

DUKE Piano

Nanjing Schumann Piano

## Harmony Piano

Artfield Piano

Shanghai Piano

J-Sder Piano

Kingsburg Piano

Huapu Piano

Market Segment by Regions, this report splits Global into several key Regions, with production, consumption, revenue, market share and growth rate of Piano 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

Grand piano

Upright piano

Type III

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

?Performance

Learning and teaching

Entertainment

Other

## Contents

### Global Piano Market Research Report 2016

## **1 PIANO MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Piano
- 1.2 Piano Segment by Type
  - 1.2.1 Global Production Market Share of Piano by Type in 2015
  - 1.2.2 Grand piano
  - 1.2.3 Upright piano
  - 1.2.4 Type III
- 1.3 Piano Segment by Application
  - 1.3.1 Piano Consumption Market Share by Application in 2015
  - 1.3.2 ?Performance
  - 1.3.3 Learning and teaching
  - 1.3.4 Entertainment
  - 1.3.5 Other
- 1.4 Piano 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 Piano (2011-2021)

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

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

## **3 GLOBAL PIANO CAPACITY, PRODUCTION, REVENUE (VALUE) BY REGION**

**(2011-2016)**

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

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

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

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

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

**6 GLOBAL PIANO MARKET ANALYSIS BY APPLICATION**

- 6.1 Global Piano Consumption and Market Share by Application (2011-2016)
- 6.2 Global Piano 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 PIANO MANUFACTURERS PROFILES/ANALYSIS**

### 7.1 Yamaha Pianos

#### 7.1.1 Company Basic Information, Manufacturing Base and Its Competitors

#### 7.1.2 Piano Product Type, Application and Specification

##### 7.1.2.1 Type I

##### 7.1.2.2 Type II

#### 7.1.3 Yamaha Pianos Piano Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

#### 7.1.4 Main Business/Business Overview

### 7.2 KAWAI

#### 7.2.1 Company Basic Information, Manufacturing Base and Its Competitors

#### 7.2.2 Piano Product Type, Application and Specification

##### 7.2.2.1 Type I

##### 7.2.2.2 Type II

#### 7.2.3 KAWAI Piano Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

#### 7.2.4 Main Business/Business Overview

### 7.3 Samick

#### 7.3.1 Company Basic Information, Manufacturing Base and Its Competitors

#### 7.3.2 Piano Product Type, Application and Specification

##### 7.3.2.1 Type I

##### 7.3.2.2 Type II

#### 7.3.3 Samick Piano Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

#### 7.3.4 Main Business/Business Overview

### 7.4 Youngchang

#### 7.4.1 Company Basic Information, Manufacturing Base and Its Competitors

#### 7.4.2 Piano Product Type, Application and Specification

##### 7.4.2.1 Type I

##### 7.4.2.2 Type II

#### 7.4.3 Youngchang Piano Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

#### 7.4.4 Main Business/Business Overview

### 7.5 Steinborgh

- 7.5.1 Company Basic Information, Manufacturing Base and Its Competitors
- 7.5.2 Piano Product Type, Application and Specification
  - 7.5.2.1 Type I
  - 7.5.2.2 Type II
- 7.5.3 Steinborgh Piano Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
- 7.5.4 Main Business/Business Overview
- 7.6 Steinway
  - 7.6.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.6.2 Piano Product Type, Application and Specification
    - 7.6.2.1 Type I
    - 7.6.2.2 Type II
  - 7.6.3 Steinway Piano Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.6.4 Main Business/Business Overview
- 7.7 Bechstein
  - 7.7.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.7.2 Piano Product Type, Application and Specification
    - 7.7.2.1 Type I
    - 7.7.2.2 Type II
  - 7.7.3 Bechstein Piano Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.7.4 Main Business/Business Overview
- 7.8 Boesendorfer
  - 7.8.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.8.2 Piano Product Type, Application and Specification
    - 7.8.2.1 Type I
    - 7.8.2.2 Type II
  - 7.8.3 Boesendorfer Piano Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.8.4 Main Business/Business Overview
- 7.9 Mason & Hamlin
  - 7.9.1 Company Basic Information, Manufacturing Base and Its Competitors
  - 7.9.2 Piano Product Type, Application and Specification
    - 7.9.2.1 Type I
    - 7.9.2.2 Type II
  - 7.9.3 Mason & Hamlin Piano Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 7.9.4 Main Business/Business Overview

## 7.10 AUGUST FOERSTER

7.10.1 Company Basic Information, Manufacturing Base and Its Competitors

7.10.2 Piano Product Type, Application and Specification

7.10.2.1 Type I

7.10.2.2 Type II

7.10.3 AUGUST FOERSTER Piano Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

7.10.4 Main Business/Business Overview

7.11 Fazioli

7.12 Guangzhou Pearl River Piano Group

7.13 Yangtze Piano

7.14 Xinghai Piano Group

7.15 Hailun Pianos

7.16 Goodway

7.17 Shanghai Mendelssohn Piano

7.18 DUKE Piano

7.19 Nanjing Schumann Piano

7.20 Harmony Piano

7.21 Artfield Piano

7.22 Shanghai Piano

7.23 J-Sder Piano

7.24 Kingsburg Piano

7.25 Huapu Piano

## 8 PIANO MANUFACTURING COST ANALYSIS

8.1 Piano 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 Piano

## 9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 9.1 Piano Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Piano 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 PIANO MARKET FORECAST (2016-2021)**

- 12.1 Global Piano Capacity, Production, Revenue Forecast (2016-2021)
- 12.2 Global Piano Production, Consumption Forecast by Regions (2016-2021)
- 12.3 Global Piano Production Forecast by Type (2016-2021)
- 12.4 Global Piano Consumption Forecast by Application (2016-2021)
- 12.5 Piano 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 Piano  
Figure Global Production Market Share of Piano by Type in 2015  
Figure Product Picture of Grand piano  
Table Major Manufacturers of Grand piano  
Figure Product Picture of Upright piano  
Table Major Manufacturers of Upright piano  
Figure Product Picture of Type III  
Table Major Manufacturers of Type III  
Table Piano Consumption Market Share by Application in 2015  
Figure ?Performance Examples  
Figure Learning and teaching Examples  
Figure Entertainment Examples  
Figure Other Examples  
Figure North America Piano Revenue (Million USD) and Growth Rate (2011-2021)  
Figure Europe Piano Revenue (Million USD) and Growth Rate (2011-2021)  
Figure China Piano Revenue (Million USD) and Growth Rate (2011-2021)  
Figure Japan Piano Revenue (Million USD) and Growth Rate (2011-2021)  
Figure Southeast Asia Piano Revenue (Million USD) and Growth Rate (2011-2021)  
Figure India Piano Revenue (Million USD) and Growth Rate (2011-2021)  
Figure Global Piano Revenue (Million UDS) and Growth Rate (2011-2021)  
Table Global Piano Capacity of Key Manufacturers (2015 and 2016)  
Table Global Piano Capacity Market Share by Manufacturers (2015 and 2016)  
Figure Global Piano Capacity of Key Manufacturers in 2015  
Figure Global Piano Capacity of Key Manufacturers in 2016  
Table Global Piano Production of Key Manufacturers (2015 and 2016)  
Table Global Piano Production Share by Manufacturers (2015 and 2016)  
Figure 2015 Piano Production Share by Manufacturers  
Figure 2016 Piano Production Share by Manufacturers  
Table Global Piano Revenue (Million USD) by Manufacturers (2015 and 2016)  
Table Global Piano Revenue Share by Manufacturers (2015 and 2016)  
Table 2015 Global Piano Revenue Share by Manufacturers  
Table 2016 Global Piano Revenue Share by Manufacturers  
Table Global Market Piano Average Price of Key Manufacturers (2015 and 2016)  
Figure Global Market Piano Average Price of Key Manufacturers in 2015  
Table Manufacturers Piano Manufacturing Base Distribution and Sales Area

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

Figure Production Market Share of Piano by Type (2011-2016)

Figure 2015 Production Market Share of Piano by Type

Table Global Piano Revenue by Type (2011-2016)

Table Global Piano Revenue Share by Type (2011-2016)

Figure Production Revenue Share of Piano by Type (2011-2016)

Figure 2015 Revenue Market Share of Piano by Type

Table Global Piano Price by Type (2011-2016)

Figure Global Piano Production Growth by Type (2011-2016)

Table Global Piano Consumption by Application (2011-2016)

Table Global Piano Consumption Market Share by Application (2011-2016)

Figure Global Piano Consumption Market Share by Application in 2015

Table Global Piano Consumption Growth Rate by Application (2011-2016)

Figure Global Piano Consumption Growth Rate by Application (2011-2016)

Table Yamaha Pianos Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Yamaha Pianos Piano Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Yamaha Pianos Piano Market Share (2011-2016)

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

Table KAWAI Piano Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure KAWAI Piano Market Share (2011-2016)

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

Table Samick Piano Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Samick Piano Market Share (2011-2016)

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

Table Youngchang Piano Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Youngchang Piano Market Share (2011-2016)

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

Table Steinborgh Piano Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Steinborgh Piano Market Share (2011-2016)

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

Table Steinway Piano Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Steinway Piano Market Share (2011-2016)

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

Table Bechstein Piano Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Bechstein Piano Market Share (2011-2016)

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

Table Boesendorfer Piano Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Boesendorfer Piano Market Share (2011-2016)

Table Mason & Hamlin Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Mason & Hamlin Piano Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Mason & Hamlin Piano Market Share (2011-2016)

Table AUGUST FOERSTER Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table AUGUST FOERSTER Piano Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure AUGUST FOERSTER Piano 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 Piano

Figure Manufacturing Process Analysis of Piano

Figure Piano Industrial Chain Analysis

Table Raw Materials Sources of Piano Major Manufacturers in 2015

Table Major Buyers of Piano

Table Distributors/Traders List

Figure Global Piano Capacity, Production and Growth Rate Forecast (2016-2021)

Figure Global Piano Revenue and Growth Rate Forecast (2016-2021)

Table Global Piano Production Forecast by Regions (2016-2021)

Table Global Piano Consumption Forecast by Regions (2016-2021)

Table Global Piano Production Forecast by Type (2016-2021)

Table Global Piano Consumption Forecast by Application (2016-2021)

## I would like to order

Product name: Global Piano Market Research Report 2016

Product link: <https://marketpublishers.com/r/GAC0BC49CB5EN.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/GAC0BC49CB5EN.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