

# United States Piano Market Report 2018

<https://marketpublishers.com/r/UD22FCA93AAQEN.html>

Date: March 2018

Pages: 118

Price: US\$ 3,800.00 (Single User License)

ID: UD22FCA93AAQEN

## Abstracts

In this report, the United States Piano market is valued at USD XX million in 2017 and is expected to reach USD XX million by the end of 2025, growing at a CAGR of XX% between 2017 and 2025.

Geographically, this report splits the United States market into seven regions:

The West

Southwest

The Middle Atlantic

New England

The South

The Midwest

with sales (volume), revenue (value), market share and growth rate of Piano in these regions, from 2013 to 2025 (forecast).

United States Piano market competition by top manufacturers/players, with Piano sales volume, price, revenue (Million USD) and market share for each manufacturer/player; the top players including

Yamaha Pianos

## KAWAI

Samick

Youngchang

Steinborgh

Steinway

Bechstein

Boesendorfer

Mason & Hamlin

## AUGUST FOERSTER

Fazioli

Guangzhou Pearl River PianoGroup

Yangtze Piano

Xinghai PianoGroup

Hailun Pianos

Goodway

Shanghai Mendelssohn Piano

DUKE Piano

Nanjing Schumann Piano

Harmony Piano

Artfield Piano

Shanghai Piano

J-Sder Piano

Kingsburg Piano

Huapu Piano

On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

Grand Piano

Upright Piano

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, including

Learning and Teaching

Entertainment

Other

If you have any special requirements, please let us know and we will offer you the report as you want.

## Contents

### United States Piano Market Report 2018

## 1 PIANO OVERVIEW

- 1.1 Product Overview and Scope of Piano
- 1.2 Classification of Piano by Product Category
  - 1.2.1 United States Piano Market Size (Sales Volume) Comparison by Type (2013-2025)
  - 1.2.2 United States Piano Market Size (Sales Volume) Market Share by Type (Product Category) in 2017
  - 1.2.3 Grand Piano
  - 1.2.4 Upright Piano
- 1.3 United States Piano Market by Application/End Users
  - 1.3.1 United States Piano Market Size (Consumption) and Market Share Comparison by Application (2013-2025)
  - 1.3.2 Learning and Teaching
  - 1.3.3 Entertainment
  - 1.3.4 Other
- 1.4 United States Piano Market by Region
  - 1.4.1 United States Piano Market Size (Value) Comparison by Region (2013-2025)
  - 1.4.2 The West Piano Status and Prospect (2013-2025)
  - 1.4.3 Southwest Piano Status and Prospect (2013-2025)
  - 1.4.4 The Middle Atlantic Piano Status and Prospect (2013-2025)
  - 1.4.5 New England Piano Status and Prospect (2013-2025)
  - 1.4.6 The South Piano Status and Prospect (2013-2025)
  - 1.4.7 The Midwest Piano Status and Prospect (2013-2025)
- 1.5 United States Market Size (Value and Volume) of Piano (2013-2025)
  - 1.5.1 United States Piano Sales and Growth Rate (2013-2025)
  - 1.5.2 United States Piano Revenue and Growth Rate (2013-2025)

## 2 UNITED STATES PIANO MARKET COMPETITION BY PLAYERS/SUPPLIERS

- 2.1 United States Piano Sales and Market Share of Key Players/Suppliers (2013-2018)
- 2.2 United States Piano Revenue and Share by Players/Suppliers (2013-2018)
- 2.3 United States Piano Average Price by Players/Suppliers (2013-2018)
- 2.4 United States Piano Market Competitive Situation and Trends
  - 2.4.1 United States Piano Market Concentration Rate

- 2.4.2 United States Piano Market Share of Top 3 and Top 5 Players/Suppliers
- 2.4.3 Mergers & Acquisitions, Expansion in United States Market
- 2.5 United States Players/Suppliers Piano Manufacturing Base Distribution, Sales Area, Product Type

### **3 UNITED STATES PIANO SALES (VOLUME) AND REVENUE (VALUE) BY REGION (2013-2018)**

- 3.1 United States Piano Sales and Market Share by Region (2013-2018)
- 3.2 United States Piano Revenue and Market Share by Region (2013-2018)
- 3.3 United States Piano Price by Region (2013-2018)

### **4 UNITED STATES PIANO SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (PRODUCT CATEGORY) (2013-2018)**

- 4.1 United States Piano Sales and Market Share by Type (Product Category) (2013-2018)
- 4.2 United States Piano Revenue and Market Share by Type (2013-2018)
- 4.3 United States Piano Price by Type (2013-2018)
- 4.4 United States Piano Sales Growth Rate by Type (2013-2018)

### **5 UNITED STATES PIANO SALES (VOLUME) BY APPLICATION (2013-2018)**

- 5.1 United States Piano Sales and Market Share by Application (2013-2018)
- 5.2 United States Piano Sales Growth Rate by Application (2013-2018)
- 5.3 Market Drivers and Opportunities

### **6 UNITED STATES PIANO PLAYERS/SUPPLIERS PROFILES AND SALES DATA**

- 6.1 Yamaha Pianos
  - 6.1.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.1.2 Piano Product Category, Application and Specification
    - 6.1.2.1 Product A
    - 6.1.2.2 Product B
  - 6.1.3 Yamaha Pianos Piano Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.1.4 Main Business/Business Overview
- 6.2 KAWAI
  - 6.2.2 Piano Product Category, Application and Specification
    - 6.2.2.1 Product A

- 6.2.2.2 Product B
- 6.2.3 KAWAI Piano Sales, Revenue, Price and Gross Margin (2013-2018)
- 6.2.4 Main Business/Business Overview
- 6.3 Samick
  - 6.3.2 Piano Product Category, Application and Specification
    - 6.3.2.1 Product A
    - 6.3.2.2 Product B
  - 6.3.3 Samick Piano Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.3.4 Main Business/Business Overview
- 6.4 Youngchang
  - 6.4.2 Piano Product Category, Application and Specification
    - 6.4.2.1 Product A
    - 6.4.2.2 Product B
  - 6.4.3 Youngchang Piano Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.4.4 Main Business/Business Overview
- 6.5 Steinborgh
  - 6.5.2 Piano Product Category, Application and Specification
    - 6.5.2.1 Product A
    - 6.5.2.2 Product B
  - 6.5.3 Steinborgh Piano Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.5.4 Main Business/Business Overview
- 6.6 Steinway
  - 6.6.2 Piano Product Category, Application and Specification
    - 6.6.2.1 Product A
    - 6.6.2.2 Product B
  - 6.6.3 Steinway Piano Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.6.4 Main Business/Business Overview
- 6.7 Bechstein
  - 6.7.2 Piano Product Category, Application and Specification
    - 6.7.2.1 Product A
    - 6.7.2.2 Product B
  - 6.7.3 Bechstein Piano Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.7.4 Main Business/Business Overview
- 6.8 Boesendorfer
  - 6.8.2 Piano Product Category, Application and Specification
    - 6.8.2.1 Product A
    - 6.8.2.2 Product B
  - 6.8.3 Boesendorfer Piano Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.8.4 Main Business/Business Overview

## 6.9 Mason & Hamlin

### 6.9.2 Piano Product Category, Application and Specification

#### 6.9.2.1 Product A

#### 6.9.2.2 Product B

### 6.9.3 Mason & Hamlin Piano Sales, Revenue, Price and Gross Margin (2013-2018)

### 6.9.4 Main Business/Business Overview

## 6.10 AUGUST FOERSTER

### 6.10.2 Piano Product Category, Application and Specification

#### 6.10.2.1 Product A

#### 6.10.2.2 Product B

### 6.10.3 AUGUST FOERSTER Piano Sales, Revenue, Price and Gross Margin (2013-2018)

### 6.10.4 Main Business/Business Overview

## 6.11 Fazioli

## 6.12 Guangzhou Pearl River Piano Group

## 6.13 Yangtze Piano

## 6.14 Xinghai Piano Group

## 6.15 Hailun Pianos

## 6.16 Goodway

## 6.17 Shanghai Mendelssohn Piano

## 6.18 DUKE Piano

## 6.19 Nanjing Schumann Piano

## 6.20 Harmony Piano

## 6.21 Artfield Piano

## 6.22 Shanghai Piano

## 6.23 J-Sder Piano

## 6.24 Kingsburg Piano

## 6.25 Huapu Piano

# 7 PIANO MANUFACTURING COST ANALYSIS

## 7.1 Piano Key Raw Materials Analysis

### 7.1.1 Key Raw Materials

### 7.1.2 Price Trend of Key Raw Materials

### 7.1.3 Key Suppliers of Raw Materials

### 7.1.4 Market Concentration Rate of Raw Materials

## 7.2 Proportion of Manufacturing Cost Structure

### 7.2.1 Raw Materials

### 7.2.2 Labor Cost

- 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Piano

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

- 8.1 Piano Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Piano Major Manufacturers in 2017
- 8.4 Downstream Buyers

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

- 9.1 Marketing Channel
  - 9.1.1 Direct Marketing
  - 9.1.2 Indirect Marketing
  - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
  - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

## **11 UNITED STATES PIANO MARKET SIZE (VALUE AND VOLUME) FORECAST (2018-2025)**

- 11.1 United States Piano Sales Volume, Revenue Forecast (2018-2025)
- 11.2 United States Piano Sales Volume Forecast by Type (2018-2025)
- 11.3 United States Piano Sales Volume Forecast by Application (2018-2025)
- 11.4 United States Piano Sales Volume Forecast by Region (2018-2025)

## **12 RESEARCH FINDINGS AND CONCLUSION**



## **13 APPENDIX**

### 13.1 Methodology/Research Approach

#### 13.1.1 Research Programs/Design

#### 13.1.2 Market Size Estimation

#### 13.1.3 Market Breakdown and Data Triangulation

### 13.2 Data Source

#### 13.2.1 Secondary Sources

#### 13.2.2 Primary Sources

### 13.3 Disclaimer

The report requires updating with new data and is sent in 2-3 business days after order is placed.

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Product Picture of Piano

Figure United States Piano Market Size (K Units) by Type (2013-2025)

Figure United States Piano Sales Volume Market Share by Type (Product Category) in 2017

Figure Grand Piano Product Picture

Figure Upright Piano Product Picture

Figure United States Piano Market Size (K Units) by Application (2013-2025)

Figure United States Sales Market Share of Piano by Application in 2017

Figure Learning and Teaching Examples

Table Key Downstream Customer in Learning and Teaching

Figure Entertainment Examples

Table Key Downstream Customer in Entertainment

Figure Other Examples

Table Key Downstream Customer in Other

Figure United States Piano Market Size (Million USD) by Region (2013-2025)

Figure The West Piano Revenue (Million USD) and Growth Rate (2013-2025)

Figure Southwest Piano Revenue (Million USD) and Growth Rate (2013-2025)

Figure The Middle Atlantic Piano Revenue (Million USD) and Growth Rate (2013-2025)

Figure New England Piano Revenue (Million USD) and Growth Rate (2013-2025)

Figure The South of US Piano Revenue (Million USD) and Growth Rate (2013-2025)

Figure The Midwest Piano Revenue (Million USD) and Growth Rate (2013-2025)

Figure United States Piano Sales (K Units) and Growth Rate (2013-2025)

Figure United States Piano Revenue (Million USD) and Growth Rate (2013-2025)

Figure United States Piano Market Major Players Product Sales Volume (K Units) (2013-2018)

Table United States Piano Sales (K Units) of Key Players/Suppliers (2013-2018)

Table United States Piano Sales Share by Players/Suppliers (2013-2018)

Figure 2017 United States Piano Sales Share by Players/Suppliers

Figure 2017 United States Piano Sales Share by Players/Suppliers

Figure United States Piano Market Major Players Product Revenue (Million USD) (2013-2018)

Table United States Piano Revenue (Million USD) by Players/Suppliers (2013-2018)

Table United States Piano Revenue Share by Players/Suppliers (2013-2018)

Figure 2017 United States Piano Revenue Share by Players/Suppliers

Figure 2017 United States Piano Revenue Share by Players/Suppliers

Table United States Market Piano Average Price (USD/Unit) of Key Players/Suppliers (2013-2018)

Figure United States Market Piano Average Price (USD/Unit) of Key Players/Suppliers in 2017

Figure United States Piano Market Share of Top 3 Players/Suppliers

Figure United States Piano Market Share of Top 5 Players/Suppliers

Table United States Players/Suppliers Piano Manufacturing Base Distribution and Sales Area

Table United States Players/Suppliers Piano Product Category

Table United States Piano Sales (K Units) by Region (2013-2018)

Table United States Piano Sales Share by Region (2013-2018)

Figure United States Piano Sales Share by Region (2013-2018)

Figure United States Piano Sales Market Share by Region in 2017

Table United States Piano Revenue (Million USD) and Market Share by Region (2013-2018)

Table United States Piano Revenue Share by Region (2013-2018)

Figure United States Piano Revenue Market Share by Region (2013-2018)

Figure United States Piano Revenue Market Share by Region in 2017

Table United States Piano Price (USD/Unit) by Region (2013-2018)

Table United States Piano Sales (K Units) by Type (2013-2018)

Table United States Piano Sales Share by Type (2013-2018)

Figure United States Piano Sales Share by Type (2013-2018)

Figure United States Piano Sales Market Share by Type in 2017

Table United States Piano Revenue (Million USD) and Market Share by Type (2013-2018)

Table United States Piano Revenue Share by Type (2013-2018)

Figure Revenue Market Share of Piano by Type (2013-2018)

Figure Revenue Market Share of Piano by Type in 2017

Table United States Piano Price (USD/Unit) by Types (2013-2018)

Figure United States Piano Sales Growth Rate by Type (2013-2018)

Table United States Piano Sales (K Units) by Application (2013-2018)

Table United States Piano Sales Market Share by Application (2013-2018)

Figure United States Piano Sales Market Share by Application (2013-2018)

Figure United States Piano Sales Market Share by Application in 2017

Table United States Piano Sales Growth Rate by Application (2013-2018)

Figure United States Piano Sales Growth Rate by Application (2013-2018)

Table Yamaha Pianos Basic Information List

Table Yamaha Pianos Piano Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)

Figure Yamaha Pianos Piano Sales Growth Rate (2013-2018)

Figure Yamaha Pianos Piano Sales Market Share in United States (2013-2018)

Figure Yamaha Pianos Piano Revenue Market Share in United States (2013-2018)

Table KAWAI Basic Information List

Table KAWAI Piano Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)

Figure KAWAI Piano Sales Growth Rate (2013-2018)

Figure KAWAI Piano Sales Market Share in United States (2013-2018)

Figure KAWAI Piano Revenue Market Share in United States (2013-2018)

Table Samick Basic Information List

Table Samick Piano Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)

Figure Samick Piano Sales Growth Rate (2013-2018)

Figure Samick Piano Sales Market Share in United States (2013-2018)

Figure Samick Piano Revenue Market Share in United States (2013-2018)

Table Youngchang Basic Information List

Table Youngchang Piano Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)

Figure Youngchang Piano Sales Growth Rate (2013-2018)

Figure Youngchang Piano Sales Market Share in United States (2013-2018)

Figure Youngchang Piano Revenue Market Share in United States (2013-2018)

Table Steinborgh Basic Information List

Table Steinborgh Piano Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)

Figure Steinborgh Piano Sales Growth Rate (2013-2018)

Figure Steinborgh Piano Sales Market Share in United States (2013-2018)

Figure Steinborgh Piano Revenue Market Share in United States (2013-2018)

Table Steinway Basic Information List

Table Steinway Piano Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)

Figure Steinway Piano Sales Growth Rate (2013-2018)

Figure Steinway Piano Sales Market Share in United States (2013-2018)

Figure Steinway Piano Revenue Market Share in United States (2013-2018)

Table Bechstein Basic Information List

Table Bechstein Piano Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)

Figure Bechstein Piano Sales Growth Rate (2013-2018)

Figure Bechstein Piano Sales Market Share in United States (2013-2018)

Figure Bechstein Piano Revenue Market Share in United States (2013-2018)

Table Boesendorfer Basic Information List

Table Boesendorfer Piano Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)

Figure Boesendorfer Piano Sales Growth Rate (2013-2018)

Figure Boesendorfer Piano Sales Market Share in United States (2013-2018)

Figure Boesendorfer Piano Revenue Market Share in United States (2013-2018)

Table Mason & Hamlin Basic Information List

Table Mason & Hamlin Piano Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)

Figure Mason & Hamlin Piano Sales Growth Rate (2013-2018)

Figure Mason & Hamlin Piano Sales Market Share in United States (2013-2018)

Figure Mason & Hamlin Piano Revenue Market Share in United States (2013-2018)

Table AUGUST FOERSTER Basic Information List

Table AUGUST FOERSTER Piano Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (2013-2018)

Figure AUGUST FOERSTER Piano Sales Growth Rate (2013-2018)

Figure AUGUST FOERSTER Piano Sales Market Share in United States (2013-2018)

Figure AUGUST FOERSTER Piano Revenue Market Share in United States (2013-2018)

Table Fazioli Basic Information List

Table Guangzhou Pearl River PianoGroup Basic Information List

Table Yangtze Piano Basic Information List

Table Xinghai PianoGroup Basic Information List

Table Hailun Pianos Basic Information List

Table Goodway Basic Information List

Table Shanghai Mendelssohn Piano Basic Information List

Table DUKE Piano Basic Information List

Table Nanjing Schumann Piano Basic Information List

Table Harmony Piano Basic Information List

Table Artfield Piano Basic Information List

Table Shanghai Piano Basic Information List

Table J-Sder Piano Basic Information List

Table Kingsburg Piano Basic Information List

Table Huapu Piano Basic Information List

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 Players/Suppliers in 2017

Table Major Buyers of Piano

Table Distributors/Traders List

Figure United States Piano Sales Volume (K Units) and Growth Rate Forecast (2018-2025)

Figure United States Piano Revenue (Million USD) and Growth Rate Forecast (2018-2025)

Figure United States Piano Price (USD/Unit) Trend Forecast (2018-2025)

Table United States Piano Sales Volume (K Units) Forecast by Type (2018-2025)

Figure United States Piano Sales Volume (K Units) Forecast by Type (2018-2025)

Figure United States Piano Sales Volume (K Units) Forecast by Type in 2025

Table United States Piano Sales Volume (K Units) Forecast by Application (2018-2025)

Figure United States Piano Sales Volume (K Units) Forecast by Application (2018-2025)

Figure United States Piano Sales Volume (K Units) Forecast by Application in 2025

Table United States Piano Sales Volume (K Units) Forecast by Region (2018-2025)

Table United States Piano Sales Volume Share Forecast by Region (2018-2025)

Figure United States Piano Sales Volume Share Forecast by Region (2018-2025)

Figure United States Piano Sales Volume Share Forecast by Region in 2025

Table Research Programs/Design for This Report

Figure Bottom-up and Top-down Approaches for This Report

Figure Data Triangulation

Table Key Data Information from Secondary Sources

Table Key Data Information from Primary Sources

## I would like to order

Product name: United States Piano Market Report 2018

Product link: <https://marketpublishers.com/r/UD22FCA93AAQEN.html>

Price: US\$ 3,800.00 (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/UD22FCA93AAQEN.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