

Car Audio Industry Report (China)



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At present, the retail market of China's car audio is still small in scale. However, along with rising in car owners' requirement for improvement of car audio quality and in pursuit of individuality, China's car audio market has a huge development potential. Additionally, the scale of aftermarket car audio market in the developed countries amounts to 70% of the global market, and the large global car audio manufacturers also aim at aftermarket. We can say that the retail market of China's car audio is still in its initial stage. With the improvement of people's income, changes in consumption concept, and rises in demand for auto at home, China's demand for high quality car audio will be increasingly strong. It is predictable that the proportion of China's aftermarket car audio will continue to rise and enter into a period of rapid development.

In China where its retail market of car audio is still in the infancy, foreign brand products have taken up more than half of the market shares. Japanese products, mainly referring to host and speakers, account for 50%-60% of China's car audio market. Most of the Japanese companies, such as Pioneer and Panasonic, Sony, Alpine, Clarion, JVC and Kenwood, have built plants or SKD assembly lines in China. Euro-American producers like Philips and Siemens VDO, KICKER, Lifot, MT, JL, MA and Harman with their key products different from the Japanese ones have also taken up a handsome share of China's car audio market. U.S. products are better in terms of amplifiers and speakers, suitable for playing pop and rock music, while European brands that are well-known for their natural & pure acoustic fidelity and nuanced designs place great emphasis on sound quality. The European and U.S products occupy 30% to 40% of China's car audio market. In the end, less than 10 percent of market is left for the Chinese local brands, mainly including Freeway, Supersonic, Ruisheng, Botu and Hangsheng. China car audio market will rise at a double-digit growth rate. With increasing maturity of auto market at home, China's consumers like Euro-American consumers will demand high quality car audio.

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