

# Soundbar - Global Market Outlook (2020-2028)

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## Abstracts

According to Statistics MRC, the Global Soundbar Market is accounted for \$5.18 billion in 2020 and is expected to reach \$7.94 billion by 2028 growing at a CAGR of 5.5% during the forecast period. Factors such as increasing the number of smart homes, integration of voice assistance technology in the soundbar, and high popularity of subscription-based music streaming are driving the market growth. However, the availability of low-priced stand-alone speakers is hampering the growth of the market.

Soundbars are audio devices that can project sound from a wider enclosure. They are also known as media bars, and are generally mounted underneath or above a display device. It helps in enhancing the sound experience of consumers.

Based on the connectivity, the bluetooth segment is anticipated to expand at a rapid pace during the forecast period due to greater availability of these devices, at affordable prices and the consumer preference for smart portable devices. By geography, Asia Pacific is going to have high growth during the forecast period owing to growing media consumption and presence of global, regional, and local industry players.

Some of the key players profiled in the Soundbar Market include Bose Corporation, Sonos Inc, Panasonic Corporation, Samsung Electronics Co Ltd, LG Electronics Inc , Boston Acoustics Inc, Hisense Home Appliance Group Co Ltd , Sony Corporation, Xiaomi Corporation, Koninklijke Philips NV, Blaupunkt GmbH (Aurelius Group), Voxx International Corporation, Edifier International Ltd, Polk Audio (DEI Holdings Inc), VIZIO Inc, Sennheiser Electronic GmbH & Co KG, and Onkyo Corporation.

Connectivities Covered:

Bluetooth

## Wi-Fi

### Installation Methods Covered:

Active Soundbars

Passive Soundbars

### Types Covered:

Wall-Mounted

Table-Top

### Equipment Types Covered:

7.1 Channel

5.1 Channel

3.1 Channel

2.1 Channel

### Applications Covered:

Commercial

Home Audio

Computers

Music Players

Television Sets

Sales Channels Covered:

Direct Channel

Distribution Channel

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2019, 2020, 2021, 2025, and 2028

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

#### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

##### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

##### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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