

Bluetooth Speaker Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Portable, Fixed), By Technology (Smart, Conventional), By Sales Channel (Multi-Branded Stores, Exclusive Stores, Online, Others), By Region, By Competition Forecast & Opportunities, 2018-2028F

https://marketpublishers.com/r/B83C8A700418EN.html

Date: October 2023 Pages: 170 Price: US\$ 4,900.00 (Single User License) ID: B83C8A700418EN

# **Abstracts**

The Global Bluetooth Speaker Market attained a valuation of USD12.3 billion in 2022 and is poised for robust growth in the forecast period, with a projected Compound Annual Growth Rate (CAGR) of 11.4% through 2028. This market is a dynamic and rapidly evolving segment within the consumer electronics industry. Bluetooth speakers have gained significant popularity due to their wireless convenience, portability, and compatibility with various devices. These speakers offer wire-free connectivity to smartphones, tablets, and laptops, providing users with high-quality audio without the limitations of cables. The compact and lightweight design of Bluetooth speakers makes them ideal companions for outdoor activities, travel, and on-the-go music experiences. The incorporation of smart features like voice assistants, touch controls, and app compatibility enhances the user experience and adds further functionality. Technological advancements have led to enhancements in sound quality, with many Bluetooth speakers now delivering impressive audio performance and bass reproduction. Moreover, certain Bluetooth speakers can be linked to create a multi-room audio system, enabling synchronized music playback in different areas of a home or space.

The global Bluetooth speaker market's expansion continues as consumers seek wireless convenience, portability, and intelligent features in their audio experiences.



With improvements in sound quality, connectivity, and design, Bluetooth speakers are positioned to remain a preferred choice for a range of applications, from personal entertainment to social gatherings and work environments. As market trends evolve and consumer preferences change, manufacturers remain committed to staying innovative and responsive in order to meet the diverse demands of consumers worldwide.

Key Market Drivers

Wireless Convenience

One of the primary drivers propelling the Bluetooth speaker market is the convenience brought by wireless connectivity. Bluetooth technology eliminates the need for tangled cords and cables, granting users the freedom to connect their devices seamlessly without being restricted in their movements.

Portability and On-the-Go Lifestyle

Modern consumers lead dynamic and mobile lives, and Bluetooth speakers cater well to this trend. These speakers are designed to be compact and portable, enabling users to enjoy their favorite music and audio content wherever they are, whether it's during outdoor activities, travel, or social gatherings.

## Compatibility and Connectivity

Bluetooth speakers are designed to work with a wide array of devices, ranging from smartphones and tablets to laptops and smart TVs. The universal compatibility of Bluetooth technology ensures that users can effortlessly connect their devices and enjoy high-quality audio without the need for additional setup.

#### **User-Friendly Experience**

Bluetooth speakers are renowned for their user-friendly operation. Pairing devices is usually a straightforward process that requires minimal technical knowledge, making these speakers accessible to a broad range of users, regardless of their familiarity with technology.

Advancements in Audio Quality



Advancements in audio technology have significantly enhanced the sound quality of Bluetooth speakers. Many manufacturers are incorporating high-quality drivers, advanced audio processing algorithms, and even features like surround sound and bass enhancement, delivering an immersive audio experience.

**Rise of Smart Speakers** 

The integration of voice assistants and smart functionalities into Bluetooth speakers has boosted their popularity. Smart speakers with Bluetooth capabilities allow users to control their devices using voice commands, access online content, and even automate tasks through connectivity with other smart devices in their homes.

## Outdoor and Social Entertainment

Bluetooth speakers cater to the growing demand for outdoor entertainment and social gatherings. Whether it's a picnic, a day at the beach, or an outdoor party, these speakers elevate the overall experience by providing a shared audio source that doesn't compromise on sound quality.

#### Customization and Style

Manufacturers recognize the significance of aesthetics, offering a variety of designs, colors, and styles to cater to different consumer preferences. This customization enables users to select Bluetooth speakers that align with their personal style and home decor.

#### Key Market Challenges

#### Audio Quality and Performance

Despite considerable improvements in audio quality over the years, achieving highfidelity sound comparable to wired speakers remains a challenge for Bluetooth speakers. Striking a balance between the compact size and portability of Bluetooth speakers with optimal audio performance continues to be an ongoing effort for manufacturers.

#### Battery Life

Battery life is a crucial consideration for portable Bluetooth speakers. As consumers



anticipate longer playtime between charges, manufacturers must consistently innovate in battery technology to offer extended usage without compromising on portability.

Connectivity Range and Stability

Bluetooth's effective range and stability can pose limitations. Users might encounter audio dropouts or connectivity issues when their devices are too far from the speaker. Ensuring a seamless and stable connection remains a challenge, especially in larger spaces.

#### Compatibility

While Bluetooth is a widely adopted wireless technology, not all devices support the latest Bluetooth standards. Ensuring backward and forward compatibility across different generations of Bluetooth-enabled devices can be challenging.

#### Audio Compression

Bluetooth speakers rely on audio compression codecs to transmit sound wirelessly. However, the choice of codec can impact audio quality. Striking a balance between highquality sound and efficient data transmission remains an ongoing challenge.

#### Market Saturation

The Bluetooth speaker market has become highly competitive, resulting in market saturation. Manufacturers must find ways to differentiate their products through innovative features, design, and audio performance in order to stand out in a crowded marketplace.

#### **Price Pressure**

As the market intensifies in competition, price pressure increases. Consumers have access to a wide array of affordable options, compelling manufacturers to offer valuedriven products without compromising on quality.

#### Key Market Trends

Wireless Convenience and Portability



Consumers are increasingly drawn to the wireless convenience offered by Bluetooth speakers. The portability and freedom from tangled wires make Bluetooth speakers a popular choice for on-the-go music enjoyment, whether it's at the beach, during a picnic, or a workout session.

#### Smart Features and Voice Integration

Bluetooth speakers are becoming smarter by integrating voice assistants like Amazon Alexa, Google Assistant, and Siri. This allows users to control music playback, set reminders, answer calls, and even control smart home devices using voice commands, enhancing the overall user experience.

#### Multi-Room Audio and Connectivity

The concept of multi-room audio systems, where multiple Bluetooth speakers can be linked together to play synchronized music in different rooms, is gaining traction. This trend appeals to consumers who seek seamless audio experiences throughout their homes.

## Durability and Outdoor-Focused Designs

With the increasing demand for outdoor and rugged use, Bluetooth speakers with waterproof, dustproof, and shockproof features are gaining popularity. These speakers are designed to withstand the elements, making them suitable companions for outdoor adventures.

#### Advancements in Sound Quality

Enhancements in audio technology have resulted in improvements in sound quality for Bluetooth speakers. Enhanced bass, clearer highs, and well-balanced audio profiles are driving consumer preferences toward speakers that deliver premium sound experiences.

#### Customization and Personalization

Numerous Bluetooth speaker brands offer customization options, enabling users to choose from various colors, patterns, and designs that match their individual styles. This personal touch resonates with consumers who value unique and personalized tech accessories.



Integration with Smart Home Ecosystems:

Bluetooth speakers are being integrated into broader smart home ecosystems. This integration allows users to control their speakers as part of a larger network of smart devices, enhancing the overall connected living experience.

#### Hybrid Designs

Hybrid designs that combine Bluetooth speakers with other functionalities are emerging. For instance, some speakers also serve as wireless chargers, alarm clocks, or even decorative pieces, offering versatile and multifunctional solutions.

#### Segmental Insights

#### Type Insights

Fixed Bluetooth speakers play a significant role in shaping the global Bluetooth speaker market. Fixed Bluetooth speakers, also known as stationary or home Bluetooth speakers, are designed to be placed in specific locations within homes or other indoor settings. These speakers are typically larger and more powerful than their portable counterparts, offering a range of features optimized for home audio experiences. Fixed Bluetooth speakers prioritize audio quality and performance due to their larger size and dedicated placement. They may incorporate advanced speaker drivers, amplifiers, and audio processing technologies to deliver rich and immersive sound. Fixed Bluetooth speakers are often used to enhance home entertainment systems, as they can be integrated into home theaters or used to amplify the audio of TVs, gaming consoles, and other media devices. Bluetooth technology integration allows fixed speakers to connect wirelessly to various audio sources, such as smartphones, tablets, laptops, and smart TVs. This convenience appeals to users who want to stream music, podcasts, and other content from their devices.

#### Sales Channel Insights

Online distribution has significantly influenced the global Bluetooth speaker market. Online sales have played a crucial role in shaping the growth and dynamics of the Bluetooth speaker industry. Online distribution allows consumers to conveniently browse and purchase Bluetooth speakers from the comfort of their homes, eliminating the need to visit physical stores. This accessibility has expanded the market reach to a



global scale. Online platforms offer a vast array of Bluetooth speaker models, brands, sizes, and features. Consumers have the opportunity to explore a wide range of options and choose products that align with their preferences and needs. Online retailers provide detailed product information, specifications, customer reviews, and ratings. This information empowers consumers to make informed decisions and select Bluetooth speakers that best suit their requirements. Consumers can easily compare different Bluetooth speaker models, prices, and features across multiple online platforms, enabling them to find the best value for their budget.

#### **Regional Insights**

The influence of the North American region on the global Bluetooth speaker market is undeniably significant, playing a pivotal role in shaping market dynamics and trends. This dominance is driven by a combination of factors that underscore North America's technological innovation, consumer preferences, and economic strength. North America, home to Silicon Valley and numerous tech giants, is a hotbed of technological innovation. This innovation extends to the development of advanced Bluetooth speaker technologies, including enhanced sound quality, connectivity, and integration with other smart devices. Consumers in North America are known for their early adoption of technology trends. This propensity to embrace new gadgets and innovations has significantly contributed to the widespread adoption of Bluetooth speakers in the region. North America boasts a relatively high disposable income among its population. This economic strength allows consumers to invest in premium audio products, including Bluetooth speakers that offer advanced features and sound quality. The tech culture prevalent in North America influences consumer preferences. Tech-savvy individuals seek cutting-edge audio solutions that align with their connected lifestyles, driving the demand for Bluetooth speakers.

Key Market Players

Apple Inc.

Samsung Electronics Co. Ltd.

**Bose Corporation** 

Harman International Industries Inc.

Sony Corporation



JBL Inc.

Audio Partnership PLC (Cambridge Audio

Jawbone Inc

AL INFINITY, LLC (Altec Lansing)

DEI Sales, Inc.

Report Scope:

In this report, the Global Bluetooth Speaker Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Bluetooth Speaker Market, By Type:

Portable

Fixed

Global Bluetooth Speaker Market, By Technology:

Smart

Conventional

Global Bluetooth Speaker Market, By Sales Channel:

**Multi-Branded Stores** 

**Exclusive Stores** 

Online

Others

Bluetooth Speaker Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmente...



Global Bluetooth Speaker Market, By Region:

North America

Europe

South America

Middle East & Africa

Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global bluetooth speaker market.

Available Customizations:

Global Bluetooth Speaker Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).



## Contents

- 1. Introduction
- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

## 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

## **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

## 4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Brand Satisfaction
- 4.3. Factors Influencing Purchase Decision
- 4.4. Challenged Faced Post Purchase

## 5. GLOBAL BLUETOOTH SPEAKER MARKET OUTLOOK

- 5.1. Market Size & Forecast
- 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type Market Share Analysis (Portable, Fixed)



5.2.2. By Technology Market Share Analysis (Smart, Conventional)

5.2.3. By Sales Channel Market Share Analysis (Multi-Branded Stores, Exclusive Stores, Online, Others)

- 5.2.4. By Regional Market Share Analysis
- 5.2.4.1. North America Market Share Analysis
- 5.2.4.2. South America Market Share Analysis
- 5.2.4.3. Middle East & Africa Market Share Analysis
- 5.2.4.4. Europe Market Share Analysis
- 5.2.4.5. Asia-Pacific Market Share Analysis
- 5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)
- 5.3. Global Bluetooth Speaker Market Mapping & Opportunity Assessment
  - 5.3.1. By Type Market Mapping & Opportunity Assessment
  - 5.3.2. By Technology Market Mapping & Opportunity Assessment
  - 5.3.3. By Sales Channel Market Mapping & Opportunity Assessment
  - 5.3.4. By Regional Market Mapping & Opportunity Assessment

## 6. NORTH AMERICA BLUETOOTH SPEAKER MARKET OUTLOOK

- 6.1. Market Size & Forecast
- 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Type Market Share Analysis
  - 6.2.2. By Technology Market Share Analysis
  - 6.2.3. By Sales Channel Market Share Analysis
  - 6.2.4. By Country Market Share Analysis
  - 6.2.4.1. United States Bluetooth Speaker Market Outlook
    - 6.2.4.1.1. Market Size & Forecast
    - 6.2.4.1.1.1. By Value
  - 6.2.4.1.2. Market Share & Forecast
    - 6.2.4.1.2.1. By Type Market Share Analysis
    - 6.2.4.1.2.2. By Technology Market Share Analysis
    - 6.2.4.1.2.3. By Sales Channel Market Share Analysis
  - 6.2.4.2. Canada Bluetooth Speaker Market Outlook
  - 6.2.4.2.1. Market Size & Forecast
    - 6.2.4.2.1.1. By Value
  - 6.2.4.2.2. Market Share & Forecast
  - 6.2.4.2.2.1. By Type Market Share Analysis
  - 6.2.4.2.2.2. By Technology Market Share Analysis
  - 6.2.4.2.2.3. By Sales Channel Market Share Analysis



6.2.4.3. Mexico Bluetooth Speaker Market Outlook
6.2.4.3.1. Market Size & Forecast
6.2.4.3.1.1. By Value
6.2.4.3.2. Market Share & Forecast
6.2.4.3.2.1. By Type Market Share Analysis
6.2.4.3.2.2. By Technology Market Share Analysis
6.2.4.3.2.3. By Sales Channel Market Share Analysis

## 7. EUROPE BLUETOOTH SPEAKER MARKET OUTLOOK

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Type Market Share Analysis
  - 7.2.2. By Technology Market Share Analysis
  - 7.2.3. By Sales Channel Market Share Analysis
  - 7.2.4. By Country Market Share Analysis
  - 7.2.4.1. France Bluetooth Speaker Market Outlook
    - 7.2.4.1.1. Market Size & Forecast
    - 7.2.4.1.1.1. By Value
    - 7.2.4.1.2. Market Share & Forecast
    - 7.2.4.1.2.1. By Type Market Share Analysis
    - 7.2.4.1.2.2. By Technology Market Share Analysis
    - 7.2.4.1.2.3. By Sales Channel Market Share Analysis
  - 7.2.4.2. Germany Bluetooth Speaker Market Outlook
  - 7.2.4.2.1. Market Size & Forecast
    - 7.2.4.2.1.1. By Value
  - 7.2.4.2.2. Market Share & Forecast
  - 7.2.4.2.2.1. By Type Market Share Analysis
  - 7.2.4.2.2.2. By Technology Market Share Analysis
  - 7.2.4.2.2.3. By Sales Channel Market Share Analysis
  - 7.2.4.3. Spain Bluetooth Speaker Market Outlook
  - 7.2.4.3.1. Market Size & Forecast
    - 7.2.4.3.1.1. By Value
  - 7.2.4.3.2. Market Share & Forecast
  - 7.2.4.3.2.1. By Type Market Share Analysis
  - 7.2.4.3.2.2. By Technology Market Share Analysis
  - 7.2.4.3.2.3. By Sales Channel Market Share Analysis
  - 7.2.4.4. Italy Bluetooth Speaker Market Outlook



7.2.4.4.1. Market Size & Forecast
7.2.4.4.1.1. By Value
7.2.4.4.2. Market Share & Forecast
7.2.4.4.2.1. By Type Market Share Analysis
7.2.4.4.2.2. By Technology Market Share Analysis
7.2.4.4.2.3. By Sales Channel Market Share Analysis
7.2.4.5. United Kingdom Bluetooth Speaker Market Outlook
7.2.4.5.1. Market Size & Forecast
7.2.4.5.2. Market Share & Forecast
7.2.4.5.2.1. By Type Market Share Analysis
7.2.4.5.2.1. By Type Market Share Analysis
7.2.4.5.2.2. By Technology Market Share Analysis
7.2.4.5.2.3. By Sales Channel Market Share Analysis

## 8. ASIA-PACIFIC BLUETOOTH SPEAKER MARKET OUTLOOK

- 8.1. Market Size & Forecast
- 8.1.1. By Value
- 8.2. Market Share & Forecast
- 8.2.1. By Type Market Share Analysis
- 8.2.2. By Technology Market Share Analysis
- 8.2.3. By Sales Channel Market Share Analysis
- 8.2.4. By Country Market Share Analysis
  - 8.2.4.1. China Bluetooth Speaker Market Outlook
    - 8.2.4.1.1. Market Size & Forecast
      - 8.2.4.1.1.1. By Value
  - 8.2.4.1.2. Market Share & Forecast
    - 8.2.4.1.2.1. By Type Market Share Analysis
    - 8.2.4.1.2.2. By Technology Market Share Analysis
  - 8.2.4.1.2.3. By Sales Channel Market Share Analysis
- 8.2.4.2. Japan Bluetooth Speaker Market Outlook
  - 8.2.4.2.1. Market Size & Forecast
    - 8.2.4.2.1.1. By Value
  - 8.2.4.2.2. Market Share & Forecast
  - 8.2.4.2.2.1. By Type Market Share Analysis
  - 8.2.4.2.2.2. By Technology Market Share Analysis
  - 8.2.4.2.2.3. By Sales Channel Market Share Analysis
- 8.2.4.3. India Bluetooth Speaker Market Outlook
  - 8.2.4.3.1. Market Size & Forecast



8.2.4.3.1.1. By Value

8.2.4.3.2. Market Share & Forecast 8.2.4.3.2.1. By Type Market Share Analysis 8.2.4.3.2.2. By Technology Market Share Analysis 8.2.4.3.2.3. By Sales Channel Market Share Analysis 8.2.4.4. Vietnam Bluetooth Speaker Market Outlook 8.2.4.4.1. Market Size & Forecast 8.2.4.4.1.1. By Value 8.2.4.4.2. Market Share & Forecast 8.2.4.4.2.1. By Type Market Share Analysis 8.2.4.4.2.2. By Technology Market Share Analysis 8.2.4.4.2.3. By Sales Channel Market Share Analysis 8.2.4.5. South Korea Bluetooth Speaker Market Outlook 8.2.4.5.1. Market Size & Forecast 8.2.4.5.1.1. By Value 8.2.4.5.2. Market Share & Forecast 8.2.4.5.2.1. By Type Market Share Analysis 8.2.4.5.2.2. By Technology Market Share Analysis

8.2.4.5.2.3. By Sales Channel Market Share Analysis

## 9. MIDDLE EAST & AFRICA BLUETOOTH SPEAKER MARKET OUTLOOK

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
- 9.2.1. By Type Market Share Analysis
- 9.2.2. By Technology Market Share Analysis
- 9.2.3. By Sales Channel Market Share Analysis
- 9.2.4. By Country Market Share Analysis
- 9.2.4.1. South Africa Bluetooth Speaker Market Outlook
- 9.2.4.1.1. Market Size & Forecast
  - 9.2.4.1.1.1. By Value
- 9.2.4.1.2. Market Share & Forecast
- 9.2.4.1.2.1. By Type Market Share Analysis
- 9.2.4.1.2.2. By Technology Market Share Analysis
- 9.2.4.1.2.3. By Sales Channel Market Share Analysis
- 9.2.4.2. Saudi Arabia Bluetooth Speaker Market Outlook
- 9.2.4.2.1. Market Size & Forecast
  - 9.2.4.2.1.1. By Value



9.2.4.2.2. Market Share & Forecast
9.2.4.2.2.1. By Type Market Share Analysis
9.2.4.2.2.2. By Technology Market Share Analysis
9.2.4.2.2.3. By Sales Channel Market Share Analysis
9.2.4.3. UAE Bluetooth Speaker Market Outlook
9.2.4.3.1. Market Size & Forecast
9.2.4.3.2. Market Share & Forecast
9.2.4.3.2.1. By Type Market Share Analysis
9.2.4.3.2.2. By Technology Market Share Analysis
9.2.4.3.2.3. By Sales Channel Market Share Analysis

## **10. SOUTH AMERICA BLUETOOTH SPEAKER MARKET OUTLOOK**

- 10.1. Market Size & Forecast
- 10.1.1. By Value
- 10.2. Market Share & Forecast
- 10.2.1. By Type Market Share Analysis
- 10.2.2. By Technology Market Share Analysis
- 10.2.3. By Sales Channel Market Share Analysis
- 10.2.4. By Country Market Share Analysis
  - 10.2.4.1. Argentina Bluetooth Speaker Market Outlook
    - 10.2.4.1.1. Market Size & Forecast
    - 10.2.4.1.1.1. By Value
    - 10.2.4.1.2. Market Share & Forecast
    - 10.2.4.1.2.1. By Type Market Share Analysis
    - 10.2.4.1.2.2. By Technology Market Share Analysis
    - 10.2.4.1.2.3. By Sales Channel Market Share Analysis
- 10.2.4.2. Colombia Bluetooth Speaker Market Outlook
  - 10.2.4.2.1. Market Size & Forecast
  - 10.2.4.2.1.1. By Value
  - 10.2.4.2.2. Market Share & Forecast
    - 10.2.4.2.2.1. By Type Market Share Analysis
    - 10.2.4.2.2.2. By Technology Market Share Analysis
  - 10.2.4.2.2.3. By Sales Channel Market Share Analysis
- 10.2.4.3. Brazil Bluetooth Speaker Market Outlook
  - 10.2.4.3.1. Market Size & Forecast
    - 10.2.4.3.1.1. By Value
  - 10.2.4.3.2. Market Share & Forecast



10.2.4.3.2.1. By Type Market Share Analysis10.2.4.3.2.2. By Technology Market Share Analysis10.2.4.3.2.3. By Sales Channel Market Share Analysis

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## 12. IMPACT OF COVID-19 ON GLOBAL BLUETOOTH SPEAKER MARKET

- 12.1. Impact Assessment Model
  - 12.1.1. Key Segments Impacted
  - 12.1.2. Key Regions Impacted
  - 12.1.3. Key Countries Impacted

## **13. MARKET TRENDS & DEVELOPMENTS**

## 14. PORTER'S FIVE FORCES MODEL

- 14.1. Competitive Rivalry
- 14.2. Bargaining Power of Buyers
- 14.3. Bargaining Power of Suppliers
- 14.4. Threat of New Entrants
- 14.5. Threat of Substitutes

## **15. SWOT ANALYSIS**

- 15.1. Strengths
- 15.2. Weaknesses
- 15.3. Opportunities
- 15.4. Threats

## **16. COMPETITIVE LANDSCAPE**

16.1. Company Profiles 16.1.1. Apple Inc.

16.1.1.1. Company Details



- 16.1.1.2. Products
- 16.1.1.3. Financials (As Per Availability)
- 16.1.1.4. Key Market Focus & Geographical Presence
- 16.1.1.5. Recent Developments
- 16.1.1.6. Key Management Personnel
- 16.1.2. Samsung Electronics Co. Ltd.
  - 16.1.2.1. Company Details
- 16.1.2.2. Products
- 16.1.2.3. Financials (As Per Availability)
- 16.1.2.4. Key Market Focus & Geographical Presence
- 16.1.2.5. Recent Developments
- 16.1.2.6. Key Management Personnel
- 16.1.3. Bose Corporation
- 16.1.3.1. Company Details
- 16.1.3.2. Products
- 16.1.3.3. Financials (As Per Availability)
- 16.1.3.4. Key Market Focus & Geographical Presence
- 16.1.3.5. Recent Developments
- 16.1.3.6. Key Management Personnel
- 16.1.4. Harman International Industries Inc.
- 16.1.4.1. Company Details
- 16.1.4.2. Products
- 16.1.4.3. Financials (As Per Availability)
- 16.1.4.4. Key Market Focus & Geographical Presence
- 16.1.4.5. Recent Developments
- 16.1.4.6. Key Management Personnel
- 16.1.5. Sony Corporation
- 16.1.5.1. Company Details
- 16.1.5.2. Products
- 16.1.5.3. Financials (As Per Availability)
- 16.1.5.4. Key Market Focus & Geographical Presence
- 16.1.5.5. Recent Developments
- 16.1.5.6. Key Management Personnel
- 16.1.6. JBL Inc.
- 16.1.6.1. Company Details
- 16.1.6.2. Products
- 16.1.6.3. Financials (As Per Availability)
- 16.1.6.4. Key Market Focus & Geographical Presence
- 16.1.6.5. Recent Developments



- 16.1.6.6. Key Management Personnel
- 16.1.7. Audio Partnership PLC (Cambridge Audio)
- 16.1.7.1. Company Details
- 16.1.7.2. Products
- 16.1.7.3. Financials (As Per Availability)
- 16.1.7.4. Key Market Focus & Geographical Presence
- 16.1.7.5. Recent Developments
- 16.1.7.6. Key Management Personnel
- 16.1.8. Jawbone Inc
  - 16.1.8.1. Company Details
- 16.1.8.2. Products
- 16.1.8.3. Financials (As Per Availability)
- 16.1.8.4. Key Market Focus & Geographical Presence
- 16.1.8.5. Recent Developments
- 16.1.8.6. Key Management Personnel
- 16.1.9. AL INFINITY, LLC (Altec Lansing)
- 16.1.9.1. Company Details
- 16.1.9.2. Products
- 16.1.9.3. Financials (As Per Availability)
- 16.1.9.4. Key Market Focus & Geographical Presence
- 16.1.9.5. Recent Developments
- 16.1.9.6. Key Management Personnel

## 16.1.10. DEI Sales, Inc.

- 16.1.10.1. Company Details
- 16.1.10.2. Products
- 16.1.10.3. Financials (As Per Availability)
- 16.1.10.4. Key Market Focus & Geographical Presence
- 16.1.10.5. Recent Developments
- 16.1.10.6. Key Management Personnel

## **17. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 17.1. Key Focus Areas
- 17.2. Target Type
- 17.3. Target Sales Channel

## **18. ABOUT US & DISCLAIMER**



## I would like to order

Product name: Bluetooth Speaker Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Portable, Fixed), By Technology (Smart, Conventional), By Sales Channel (Multi-Branded Stores, Exclusive Stores, Online, Others), By Region, By Competition Forecast & Opportunities, 2018-2028F

Product link: https://marketpublishers.com/r/B83C8A700418EN.html

Price: US\$ 4,900.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: <u>info@marketpublishers.com</u>

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/B83C8A700418EN.html</u>

# 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

Custumer signature \_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <u>https://marketpublishers.com/docs/terms.html</u>



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