

# Asia Pacific 3D Audio Market Forecast to 2030 - Regional Analysis - By Component (Hardware, Software, Services) and End Use Industries (Consumer Electronics, Automotive, Media and Entertainment, Gaming, and Others)

<https://marketpublishers.com/r/A108302512AEEN.html>

Date: March 2024

Pages: 86

Price: US\$ 3,550.00 (Single User License)

ID: A108302512AEEN

## Abstracts

The Asia Pacific 3D audio market was valued at US\$ 1,851.00 million in 2022 and is expected to reach US\$ 6,287.53 million by 2030; it is estimated to grow at a CAGR of 16.5% from 2022 to 2030.

### Proliferation of Gaming Industry Fuels the Asia Pacific 3D Audio Market

With continuous developments in the gaming industry, people of diverse age groups are progressively adopting gaming culture in their daily routines. Although many people play video games in leisure, an increasing percentage of the population has started seeing it as a lucrative career option. Gamers who create and share content, such as gameplay videos and streams, are more likely to invest in 3D audio equipment to enhance the quality of their content, indirectly promoting the 3D audio technology. As the number of internet users is increasing, there is a rise in streaming activities. For instance, according to internet world stats, in 2023, the percentages of internet users accounted for 77.1% in APAC.

In addition, 3D audio systems in the gaming industry are utilized to create a realistic experience for consumers. With this, the users are able to determine the distance from where sound is generated. In the gaming industry, the 3D audio technology is integrated with augmented reality (AR) and virtual reality (VR) applications, which are propelling the adoption of 3D audio systems. As gaming expands across other platforms, including consoles, PCs, and mobile devices, the demand for consistent and high-quality 3D audio experiences also increases. Therefore, the proliferation of the gaming industry drives the Asia Pacific 3D audio market.

### Asia Pacific 3D Audio Market Overview

A 3D audio sound system is an acoustic system utilized to provide sound in a three-dimensional space to the users. The 3D audio effect is a pattern of different sound effects constructed by 3D speaker arrays, stereo speakers, headphones, and surround-sound speakers. These systems are installed in an extensive range of applications, such as mobile devices, gaming consoles, AR/VR-based audio systems, home theater systems, etc. In addition, industries such as automobiles, consumer electronics, and media & entertainment are implementing 3D audio systems to offer enhanced 3D sound experience and real-time visualization to its users.

The continuous developments in the media & entertainment sector and the introduction of modern AV technologies fuel the Asia Pacific 3D audio market growth. The 3D audio manufacturers are focusing on the incorporation of sound-mix technology in hardware to offer enhanced music (sound) to listeners in a 3D space. Also, the proliferation of the gaming industry is boosting the Asia Pacific 3D audio market. Moreover, the growing inclination toward online 3D music streaming offers a lucrative opportunity to the Asia Pacific 3D audio market players.

Asia Pacific 3D Audio Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific 3D Audio Market Segmentation

The Asia Pacific 3D audio market is segmented into component, end use industries, and country.

Based on component, the Asia Pacific 3D audio market is segmented into hardware, software, and services. The hardware segment held the largest share in 2022.

Based on end use industries, the Asia Pacific 3D audio market is segmented into consumer electronics, automotive, media and entertainment, gaming, and others. The media and entertainment segment held the largest share in 2022.

Based on country, the Asia Pacific 3D audio market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific 3D audio market in 2022.

Barco NV, Dolby Laboratories Inc, Auro Technologies, XPERI HOLDING CORPORATION, Waves Audio Ltd., and Sennheiser electronic GmbH & Co. KG are some of the leading companies operating in the Asia Pacific 3D audio market.

## Contents

### **1. INTRODUCTION**

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. ASIA PACIFIC 3D AUDIO MARKET LANDSCAPE**

- 4.1 Overview
- 4.2 Ecosystem Analysis
  - 4.2.1 Component Providers:
  - 4.2.2 3D Audio System Manufacturers:
  - 4.2.3 End Users:
  - 4.2.4 List of Vendors in the Value Chain:

### **5. ASIA PACIFIC 3D AUDIO MARKET - KEY INDUSTRY DYNAMICS**

- 5.1 Drivers
  - 5.1.1 Rise in use of HRTF in Media & Entertainment Sector
  - 5.1.2 Proliferation of Gaming Industry
- 5.2 Restraints:
  - 5.2.1 Connectivity Issues and High Overall Costs
- 5.3 Opportunities:
  - 5.3.1 Growing Adoption of Online 3D Music Streaming
  - 5.3.2 Increasing Importance of Spatial Audio
- 5.4 Future Trends:
  - 5.4.1 Use of 3D Audio in Podcasts

5.5 Impact of Drivers and Restraints:

## **6. 3D AUDIO MARKET -ASIA PACIFIC MARKET ANALYSIS**

6.1 Asia Pacific 3D Audio Market Revenue (US\$ Million), 2022 - 2030

6.2 Asia Pacific 3D Audio Market Forecast and Analysis

## **7. ASIA PACIFIC 3D AUDIO MARKET ANALYSIS - COMPONENT**

7.1 Hardware

7.1.1 Overview

7.1.2 Hardware Market Revenue and Forecasts To 2030 (US\$ Million)

7.1.3 Loudspeakers

7.1.3.1 Overview

7.1.4 Loudspeakers Market Revenue and Forecasts To 2030 (US\$ Million)

7.1.5 Headphones

7.1.5.1 Overview

7.1.6 Headphones Market Revenue and Forecasts To 2030 (US\$ Million)

7.1.7 Microphones

7.1.7.1 Overview

7.1.8 Microphones Market Revenue and Forecasts To 2030 (US\$ Million)

7.1.9 Others

7.1.9.1 Overview

7.1.10 others Market Revenue and Forecasts To 2030 (US\$ Million)

7.2 Software

7.2.1 Overview

7.2.2 Software Market Revenue and Forecasts To 2030 (US\$ Million)

7.3 Services

7.3.1 Overview

7.3.2 Services Market Revenue and Forecasts To 2030 (US\$ Million)

## **8. ASIA PACIFIC 3D AUDIO MARKET ANALYSIS - END-USE INDUSTRIES**

8.1 Consumer Electronics

8.1.1 Overview

8.1.2 Consumer Electronics Market Revenue and Forecasts To 2030 (US\$ Million)

8.2 Automotive

8.2.1 Overview

8.2.2 Automotive Market Revenue and Forecasts To 2030 (US\$ Million)

## 8.3 Media and Entertainment

### 8.3.1 Overview

### 8.3.2 Media and Entertainment Market Revenue and Forecasts To 2030 (US\$ Million)

## 8.4 Gaming

### 8.4.1 Overview

### 8.4.2 Gaming Market Revenue and Forecasts To 2030 (US\$ Million)

## 8.5 Others

### 8.5.1 Overview

### 8.5.2 Others Market Revenue and Forecasts To 2030 (US\$ Million)

## 9. ASIA PACIFIC 3D AUDIO MARKET -COUNTRY ANALYSIS

### 9.1 Asia Pacific 3D Audio Market

#### 9.1.1 Overview

#### 9.1.2 Asia Pacific 3D Audio Market Breakdown, by Country

#### 9.1.3 3D audio market Breakdown by Countries

##### 9.1.3.1 Australia 3D Audio Market Revenue and Forecasts to 2030 (US\$ Mn)

###### 9.1.3.1.1 Australia 3D Audio Market Breakdown by Component

###### 9.1.3.1.2 Australia 3D Audio Market Breakdown by End-Use Industries

##### 9.1.3.2 China 3D Audio Market Revenue and Forecasts to 2030 (US\$ Mn)

###### 9.1.3.2.1 China 3D Audio Market Breakdown by Component

###### 9.1.3.2.2 China 3D Audio Market Breakdown by End-Use Industries

##### 9.1.3.3 India 3D Audio Market Revenue and Forecasts to 2030 (US\$ Mn)

###### 9.1.3.3.1 India 3D Audio Market Breakdown by Component

###### 9.1.3.3.2 India 3D Audio Market Breakdown by End-Use Industries

##### 9.1.3.4 Japan 3D Audio Market Revenue and Forecasts to 2030 (US\$ Mn)

###### 9.1.3.4.1 Japan 3D Audio Market Breakdown by Component

###### 9.1.3.4.2 Japan 3D Audio Market Breakdown by End-Use Industries

##### 9.1.3.5 South Korea 3D Audio Market Revenue and Forecasts to 2030 (US\$ Mn)

###### 9.1.3.5.1 South Korea 3D Audio Market Breakdown by Component

###### 9.1.3.5.2 South Korea 3D Audio Market Breakdown by End-Use Industries

##### 9.1.3.6 Rest of Asia Pacific 3D Audio Market Revenue and Forecasts to 2030 (US\$ Mn)

###### 9.1.3.6.1 Rest of Asia Pacific 3D Audio Market Breakdown by Component

###### 9.1.3.6.2 Rest of Asia Pacific 3D Audio Market Breakdown by End-Use Industries

## 10. INDUSTRY LANDSCAPE

### 10.1 Overview

## 10.2 Market Initiative

## **11. COMPANY PROFILES**

### 11.1 Barco NV

- 11.1.1 Key Facts
- 11.1.2 Business Description
- 11.1.3 Products and Services
- 11.1.4 Financial Overview
- 11.1.5 SWOT Analysis
- 11.1.6 Key Developments

### 11.2 Dolby Laboratories Inc

- 11.2.1 Key Facts
- 11.2.2 Business Description
- 11.2.3 Products and Services
- 11.2.4 Financial Overview
- 11.2.5 SWOT Analysis
- 11.2.6 Key Developments

### 11.3 Auro Technologies

- 11.3.1 Key Facts
- 11.3.2 Business Description
- 11.3.3 Products and Services
- 11.3.4 Financial Overview
- 11.3.5 SWOT Analysis
- 11.3.6 Key Developments

### 11.4 Sennheiser electronic GmbH & Co. KG

- 11.4.1 Key Facts
- 11.4.2 Business Description
- 11.4.3 Products and Services
- 11.4.4 Financial Overview
- 11.4.5 SWOT Analysis
- 11.4.6 Key Developments

### 11.5 XPERI HOLDING CORPORATION

- 11.5.1 Key Facts
- 11.5.2 Business Description
- 11.5.3 Products and Services
- 11.5.4 Financial Overview
- 11.5.5 SWOT Analysis
- 11.5.6 Key Developments

## 11.6 Waves Audio Ltd.

### 11.6.1 Key Facts

### 11.6.2 Business Description

### 11.6.3 Products and Services

### 11.6.4 Financial Overview

### 11.6.5 SWOT Analysis

### 11.6.6 Key Developments

## 12. APPENDIX

### 12.1 Word Index

## I would like to order

Product name: Asia Pacific 3D Audio Market Forecast to 2030 - Regional Analysis - By Component (Hardware, Software, Services) and End Use Industries (Consumer Electronics, Automotive, Media and Entertainment, Gaming, and Others)

Product link: <https://marketpublishers.com/r/A108302512AEEN.html>

Price: US\$ 3,550.00 (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/A108302512AEEN.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