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South & Central America 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)

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Abstracts

The South & Central America 3D audio market was valued at US$ 330.38 million in 2022 and is expected to reach US$ 779.88 million by 2030; it is estimated to grow at a CAGR of 11.3% from 2022 to 2030.

Use of 3D Audio in Podcasts Fuels the South & Central America 3D Audio Market

The market players are constantly focusing on enhancing podcasting features by creating valuable content libraries. The market is witnessing a growing trend of integrating 3D audio technology with the music and episodic series available on online streaming platforms. For instance, in Feb 2021, iHeart Media announced its investment in binaural audio/3D audio that efficiently spots listeners in the recording room and provides an experience that makes them believe the performance is happening around them. The 3D audio can be experienced in real time with the help of 3D microphones or AirPods. Also, in 2020, Spotify signed a deal with Warner Bros to produce and distribute an original series of scripted narrative podcasts, which would be exclusively licensed to Spotify for a specific period. With the development of such podcasts the listeners also want to have the realistic experience, rising the demand for 3D audio hardware products such as headphones, and hardware. Therefore, the trend of using 3D audio in podcasts is expected to fuel the South & Central America 3D audio market growth during the forecast period.

South & Central America 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-

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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 South & Central America 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 South & Central America 3D audio market. Moreover, the growing inclination toward online 3D music streaming offers a lucrative opportunity to the South & Central America 3D audio market players.

South & Central America 3D Audio Market Revenue and Forecast to 2030 (US$ Million)

South & Central America 3D Audio Market Segmentation

The South & Central America 3D audio market is segmented into component, end use industries, and country.

Based on component, the South & Central America 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 South & Central America 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 South & Central America 3D audio market is segmented into Brazil, Argentina, the rest of South & Central America. Brazil dominated the South & Central America 3D audio market in 2022.

Barco NV, Dolby Laboratories Inc, Fraunhofer, and Sennheiser electronic GmbH & Co. KG are some of the leading companies operating in the South & Central America 3D audio market.

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