Global Home Theater Market 2016-2020

Description: Market outlook of the home theater market

A home theater refers to a set of audio systems that are interconnected with audio and video systems like a DVD/Blu-ray player, TV, or other sound systems. The global market for home theaters is expected to witness steady growth during the forecast period and is influenced by factors like the growing number of smart homes across the globe. These factors promote the prospects for growth in this market during the forecast period and results in its impressive market value of more than USD 28 billion by 2020.

The market research analyst has estimated eminent factors, such as the wireless streaming of audio content, to drive market growth during the forecast period. Recently, it has been observed that most of the audio systems are equipped with wireless features like Bluetooth and Wi-Fi connectivity. The ability of these devices to connect to portable devices like smartphones, tablets, and laptops is a significant factor that impels growth in this market during the forecast period.

Geographical segmentation of the home theater market

Americas
APAC
EMEA

Geographically, the Americas are expected to account for a market share of nearly 40% by 2020. The high market share of this region can be attributed to the growing preference of the consumers towards better visual and audio effects. Since this region is an early adopter of the home theater technology, the market in this region is expected to reach a level of saturation during the forecast period.

Competitive landscape and key vendors - Bose, LG Electronics, Panasonic

This market is highly competitive and fragmented due to the presence of numerous large and small vendors. Intense competition, rapid advances in technology, and frequent changes in consumer preferences are examples of some factors that pose significant challenges to the vendors. These vendors compete with each other on the basis of performance, innovation, product features, quality, low cost, selling price, distribution, and financial stability to gain maximum prominence in this market during the forecast period.

Key vendors in this market are -

Bose
LG Electronics
Panasonic
Samsung Electronics
Sony

Other prominent vendors analyzed in this market research are Atlantic Technology, Bowers & Wilkins, D&M, Definitive Technology, GoldenEar Technology, Harman, Koninklijke Philips, Logitech International, Monitor Audio, Pioneer, Sharp, Sonos, and Toshiba.

Growth drivers, challenges, and upcoming trends - Home theaters

The market research analysts envisage upcoming trends, such as the growing number of smart homes, to incite the prospects for growth in this market during the forecast period. Home theaters play a critical role in the functioning of smart homes as they replace the traditional audio systems in smart TVs and gaming consoles. Additionally, the increased spending capacity of consumers in developing countries across the globe is expected to be a significant factor that will foster growth in this market during the forecast period.

This report provides a number of factors contributing to the adoption, limitations, and opportunities of the home theater market. It also offers an analysis of each factor and an estimation of the extent to which the factors are likely to impact the overall market growth.
Key questions answered in the report include:
- What will the market size and the growth rate be in 2020?
- What are the key factors driving the global home theater market?
- What are the key Market trends impacting the growth of the global home theater market?
- What are the challenges to market growth?
- Who are the key vendors in the global home theater market?
- What are the market opportunities and threats faced by the vendors in the global home theater market?
- What are the key outcomes of the five forces analysis of the global home theater market?

Related reports:
- Global Home Audio Market 2014-2018
- Global Networked Audio Products Market 2015-2019
- Global Home Entertainment Equipment Market 2012-2016
- Home Entertainment Market in the US 2015-2019

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