HI-FI System Market by Product, Device, Connectivity Technology, Applications and Geography - Global Forecast to 2022

Description: The Hi-Fi system market size, in terms of value, is expected to grow from USD 10.62 billion in 2015 to USD 16.49 billion by 2022, at a CAGR of 6.4% between 2016 and 2022. Audio device manufacturers have witnessed an increased shipment of devices with varied connectivity solutions such as Bluetooth, AirPlay, Wi-Fi, and SKAA, and it is expected that sound bars, portable speakers, and other personal wireless audio devices such as wireless headphones would provide impetus to this growth momentum. In short, a rise in the portable devices, such as smartphones and tablets, is driving a huge demand for the wireless audio products which has also contributed to the demand for wireless Hi-Fi systems.

“Automotive application market to gain maximum traction during the forecast period”

The automotive application market is estimated to grow at the highest CAGR during the forecast period. With the emerging trends, the automotive manufacturers provide wireless Hi-Fi speaker systems to cars. All luxury automotive comes with a fully integrated wireless Hi-Fi system and in-car infotainment system, whereas the ordinary manufacturers provide this facility in their top-end models. The overall growth in the car segment, including the sheer demand for luxury automotive in the developing economies (car and bus), is likely to further push the demand for Hi-Fi audio devices.

“APAC market for Hi-Fi system to grow at the highest rate during the forecast period”

APAC is the largest and the fastest-growing region for Hi-Fi audio system. The increasing number of consumers adopting technologies such as smartphones, tablets, smart homes, and home-theater-in-a-box (HTiB) is making this possible. However, the Hi-Fi system market in the North America poses a steady growth and accounts for the second-largest market. Despite being a mature market, the growth in the North American market is highly sustainable because of the presence of a large number of manufacturers in the region.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key people. The break-up of profile of primary participants is given below:

- By Company Type: Tier 1 - 55 %, Tier 2 - 20%, and Tier 3 - 25%
- By Designation: C-Level Executives - 75% and Managers - 25%
- By Region: North America - 10%, Europe - 20%, APAC - 40%, and RoW - 30%

Companies that provide a range of options for connectivity technologies are expected to emerge as the game changers since the customers are expected to find it easier to sync up with loads of devices while at home or work. The major focus for the Hi-Fi system market has to be on the residential and automotive applications. Cost effectiveness is yet another crucial factor for the mass penetration of products in these application segment.

The key players in the Hi-Fi system market profiled in the report are as follows:

1. Onkyo Corporation (Japan)
2. Bowers & Wilkins (U.K.)
3. Bose Corporation (U.S.)
4. Panasonic Corporation (Japan)
5. Yamaha Corporation (Japan)
6. DEI Holdings Inc. (U.S.)
8. Koninklijke Philips N.V. (Netherlands)
9. Sony Corporation (Japan)
10. Samsung Electronics Co., Ltd. (South Korea)
11. LG Electronics Co., Ltd. (South Korea)
12. Tannoy Ltd. (U.K.)
The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the Hi-Fi system market comprehensively and provides the closest approximations of the overall market size and that of the subsegments across the different verticals and regions.
2. The report helps stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.
3. This report would help stakeholders to better understand their competitors and gain more insights to enhance their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, and mergers & acquisitions in the Hi-Fi system market.

Contents:

1 Introduction
1.1 Study Objectives
1.2 Market Definition
1.3 Study Scope
1.3.1 Markets Covered
1.3.2 Geographic Scope
1.3.3 Years Considered For The Study
1.4 Currency & Pricing
1.5 Limitations
1.6 Stakeholders
2 Research Methodology
2.1 Research Data
2.1.1 Secondary Data
2.1.1.1 Key Data From Secondary Sources
2.1.2 Primary Data
2.1.2.1 Key Data From Primary Sources
2.1.2.2 Key Industry Insights
2.1.2.3 Breakdown Of Primaries
2.2 Factor Analysis
2.2.1 Introduction
2.2.2 Demand-Side Analysis
2.2.2.1 Growth Of The Consumer Electronics Market
2.2.2.2 Growth Of Gross Domestic Product (GDP)in Developing Vs. Developed Countries
2.2.2.3 Increasing Demand For Smartphones As A Source Of Entertainment
2.2.3 Supply-Side Analysis
2.2.3.1 Spectrum Available For The Wireless Audio Transmitter
2.2.3.2 Need For The Single Wireless Audio Standard
2.3 Market Size Estimation
2.3.1 Bottom-Up Approach
2.3.2 Top-Down Approach
2.4 Market Breakdown And Data Triangulation
2.5 Research Assumptions
3 Executive Summary
4 Premium Insights
4.1 Attractive Market Opportunities In The Hi-Fi System Market
4.2 Hi-Fi System Market In North America
4.3 Hi-Fi System Market, By System, Value (USD Million) Vs. Volume (Thousand Units)
4.4 The Hi-Fi System Market In APACCountries Expected To Grow At The Highest Rate During The Forecast Period
4.5 Life Cycle Analysis, By Geography
5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.2.1 Hi-Fi System Market, By System
5.2.2 Hi-Fi System Market, By Connectivity Technology
5.2.3 Hi-Fi System Market, By Application
5.2.4 Hi-Fi System Market, By Geography
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Growing Demand For Infotainment Services Such As Streaming Music Is Expected To Drive The Market For Hi-Fi Audio Systems
5.3.1.2 High Expenditure On R&D For Wireless Audio Technology By Oems
5.3.1.3 Advancements In Wireless Audio Technology
5.3.1.4 Rise In Adoption Of Portable Devices
5.3.2 Restraints
5.3.2.1 Issues Related To Operating Frequency Compliance For Wireless Hi-Fi System
5.3.2.2 Negative Health Effects On Children And Other User Groups
5.3.3 Opportunities
5.3.3.1 Growth Of The Market For Speakers & Sound Bars In The Emerging Regions
5.3.3.2 Increasing Use Of Wireless Audio Devices In The Consumer Sector
5.3.4 Challenges
5.3.4.1 Delivering High-Quality Audio Through Wireless Hi-Fi System
5.3.5 Winning Imperative
5.3.5.1 The Increasing Options Of Connectivity Technologies Are Changing The Trend In The Hi-Fi System Market
5.4.1 Patents Registered Related To Hi-Fi Systems Between 2013 And 2016
5.4.2 Major Patent Registered Related To Hi-Fi Systems Between 2013 And 2016
6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Supply Chain Analysis
6.4 Porter’S Five Forces Analysis
6.4.1 Intensity Of Competitive Rivalry
6.4.2 Threat Of Substitutes
6.4.3 Bargaining Power Of Buyers
6.4.4 Bargaining Power Of Suppliers
6.4.5 Threat Of New Entrants
6.5 Technology Roadmap
6.5.1 Present Competition & Product Development
6.5.2 Key Trends
6.5.3 New Technology (Emerging And Potential)
6.5.3.1 Shift Towards Smart Devices And Connectivity
6.5.3.2 Growing Demand For Wireless Audio Systems
6.5.3.3 Introduction Of Hi-Fi Audio Smartphone
7 Hi-Fi System Market, By System
7.1 Introduction
7.2 Product
7.2.1 Speaker & Sound Bar
7.2.1.1 Increasing Popularity Of Wireless Speakers & Sound Bar Systems Among Consumers
7.2.1.1.1 Active
7.2.1.1.2 Passive
7.2.2 Cd Player
7.2.3 Dvd Player
7.2.4 Blu-Ray Player
7.2.5 Network Media Player
7.2.6 Turntable
7.2.7 Headphone & Earphone
7.2.7.1 Increasing Demand For Wireless Headphones Expected To Drive The Market For Hi-Fi Systems
7.2.8 Microphone
7.3 Device
7.3.1 Dac (Digital-To-Analog Convertor)
7.3.1.1 Standalone Dacs Majorly Used In High-End Hi-Fi Systems To Provide Better Sound Quality
7.3.2 Amplifier
7.3.2.1 Standalone Amplifiers Allow The User To Add More Speakers To A Hi-Fi Stereo System
7.3.2.1.1 Headphone Amplifier
7.3.2.1.2 Integrated Stereo Amplifier
7.3.3 Preamplifier
7.3.4 Receiver
7.3.4.1 A/V Receiver
7.3.4.2 Stereo Receiver
8 Hi-Fi System Market, By Connectivity Technology
8.1 Introduction
8.2 Wired
8.2.1 Ethernet Cable
8.2.2 Audio Cable
8.3 Wireless
8.3.1 Specification Comparison Of Various Technologies
8.3.2 Bluetooth
8.3.3 Wi-Fi
8.3.4 Airplay
8.3.5 Others
8.3.5.1 Skaa
8.3.5.2 Sonos
8.3.5.3 Play-Fi
8.3.5.4 Rf And Ir
9 Hi-Fi System Market, By Application
9.1 Introduction
9.2 Residential
9.2.1 Growing Popularity Of Wireless Hi-Fi Audio Systems In Home Entertainment Application
9.2.1.1 Home Entertainment
9.3 Automotive
9.3.1 Increasing Installation Of A Hi-Fi System In Cars
9.3.1.1 Cars
9.3.1.2 Others (Marine And Bus)
9.4 Commercial
9.4.1 Demand For High-End Hi-Fi Systems Among Musicians, Djs, And Entertainers
9.4.1.1 Restaurant
9.4.1.2 Multiplex
9.4.1.3 Shopping Mall
9.4.1.4 Others
9.5 Others
9.5.1 Increasing Demand For Hi-Fi Headphones And Microphones In Security And Military Applications
10 Hi-Fi System Market, By Geography
10.1 Introduction
10.2 North America
10.2.1 Growing Popularity Of High-Performance Audio Products Drives The Growth Of The Hi-Fi System Market In North America
10.2.2 U.S.
10.2.3 Canada
10.2.4 Mexico
10.3 Europe
10.3.1 The Increasing Number Of Exhibitions, Conclaves, And Concerts Is The Key Driver For The Rising Demand For Hi-Fi Systems In The Commercial Application
10.3.2 Germany
10.3.3 U.K.
10.3.4 France
10.3.5 Spain
10.3.6 Rest Of Europe
10.4 APAC
10.4.1 The Growing Population, Rapid Increase In The Purchasing Power Parity (Ppp), And Adoption Of Innovative Technologies Expected To Drive The Hi-Fi System Market In APAC
10.4.2 Japan
10.4.3 China
10.4.4 Australia
10.4.5 India
10.4.6 Rest Of APAC
10.5 Rest Of The World (Row)
10.5.1 South America
10.5.2 Middle East
10.5.3 Africa
11 Competitive Landscape
11.1 Overview
11.2 Market Ranking Analysis For The Hi-Fi System Market, 2015
11.3 Competitive Situations And Trends
11.4 Recent Development
11.4.1 New Product Launches
11.4.2 Partnerships, Joint Ventures, And Contracts
11.4.3 Mergers & Acquisitions
12 Company Profiles
(Overview, Products And Services, Financials, Strategy & Development)*
12.1 Introduction
12.2 Onkyo Corporation
12.3 Bowers & Wilkins Group Ltd.
12.4 Yamaha Corporation
12.5 Bose Corporation
12.6 Panasonic Corporation
12.7 Harman International Inc.
12.8 Lg Electronics Corporation
12.9 Dei Holdings, Inc.
12.10 Koninklijke Philips N.V.
12.11 Samsung Electronics Co., Ltd.
12.12 Sony Corporation
12.13 Tannoy Ltd.
*Details On Overview, Products And Services, Financials, Strategy & Development Might Not Be Captured In Case Of Unlisted Companies.
13 Appendix

List of Tables

- Table 1 Growing Demand For Infotainment Services Such As Streaming Music Acts As A Major Driver For The Hi-Fi System Market
- Table 2 Issues Related To Operating Frequency Compliance Affects The Market For Wireless Hi-Fi Systems
- Table 3 Growth Of The Market For Sound Bars In The Emerging Regions Is Expected To Drive The Market For Hi-Fi Speakers & Sound Bar Systems
- Table 4 Manufacturers Are Facing Challenges In Delivering High-Quality Audio
- Table 5 Connectivity Technology Providers Are The Game Changers For The Wireless Hi-Fi System Market
- Table 6 Key Patents In The Hi-Fi Systems Market, 2013 - 2016
- Table 7 The Porter’S Five Forces Analysis: Bargaining Power Of Buyers Is Likely To Have A Huge Impact On The Overall Market In 2015
- Table 8 Hi-Fi System Market, By System, 2013 - 2022 (USD Million)
- Table 9 Hi-Fi System Market Size, By Product, 2013 - 2022 (USD Million)
- Table 10 Hi-Fi System Market Size, By Product, 2013 - 2022 (Thousand Units)
- Table 11 Hi-Fi System Market For Speakers & Sound Bars, By Application, 2013 - 2022 (USD Million)
- Table 12 Hi-Fi System Market For Speakers & Sound Bars, By Wireless Connectivity Technology, 2013 - 2022 (USD Million)
- Table 13 Hi-Fi System Market For Speakers & Sound Bars, By Region, 2013 - 2022 (USD Million)
- Table 14 Hi-Fi System Market For Cd Players, By Application, 2013 - 2022 (USD Million)
- Table 15 Hi-Fi System Market For Cd Players, By Wireless Connectivity Technology, 2013 - 2022 (USD Million)
- Table 16 Hi-Fi System Market For Cd Players, By Region, 2013 - 2022 (USD Million)
- Table 17 Hi-Fi System Market For Dvd Players, By Application, 2013 - 2022 (USD Million)
- Table 18 Hi-Fi System Market For Dvd Players, By Wireless Connectivity Technology, 2013 - 2022 (USD Million)
- Table 19 Hi-Fi System Market For Dvd Players, By Region, 2013 - 2022 (USD Million)
- Table 20 Hi-Fi System Market For Blu-Ray Players, By Application, 2013 - 2022 (USD Million)
- Table 21 Hi-Fi System Market For Blu-Ray Players, By Wireless Connectivity Technology, 2013 - 2022 (USD Million)
- Table 22 Hi-Fi System Market For Blu-Ray Players, By Region, 2013 - 2022 (USD Million)
- Table 23 Hi-Fi System Market For Network Media Players, By Application, 2013 - 2022 (USD Million)
- Table 24 Hi-Fi System Market For Network Media Players, By Wireless Connectivity Technology, 2013 - 2022 (USD Million)
- Table 25 Hi-Fi System Market For Network Media Players, By Region, 2013 - 2022 (USD Million)
- Table 26 Hi-Fi System Market For Turntables, By Application, 2013 - 2022 (USD Million)
- Table 27 Hi-Fi System Market For Turntables, By Wireless Connectivity Technology, 2013 - 2022 (USD Thousand)
- Table 28 Hi-Fi System Market For Turntables, By Region, 2013 - 2022 (USD Million)
- Table 29 Hi-Fi System Market For Headphones & Earphones, By Application, 2013 - 2022 (USD Million)
- Table 30 Hi-Fi System Market For Headphones & Earphones, By Wireless Connectivity Technology, 2013 -
2022 (USD Million)
Table 31 Hi-Fi System Market For Headphones & Earphones, By Region, 2013 - 2022 (USD Million)
Table 32 Hi-Fi System Market For Microphones, By Application, 2013 - 2022 (USD Million)
Table 33 Hi-Fi System Market For Microphones, By Wireless Connectivity Technology, 2013 - 2022 (USD Million)
Table 34 Hi-Fi System Market For Microphones, By Region, 2013 - 2022 (USD Million)
Table 35 Hi-Fi System Market, By Device, 2013 - 2022 (USD Million)
Table 36 Hi-Fi System Market, By Device, 2013 - 2022 (Thousand Units)
Table 37 Hi-Fi System Market For Dac, By Application, 2013 - 2022 (USD Million)
Table 38 Hi-Fi System Market For Dacs, By Wireless Connectivity Technology, 2013 - 2022 (USD Million)
Table 39 Hi-Fi System Market For Dac, By Region, 2013 - 2022 (USD Million)
Table 40 Hi-Fi System Market For Amplifiers, By Application, 2013 - 2022 (USD Million)
Table 41 Hi-Fi System Market For Amplifiers, By Wireless Connectivity Technology, 2013 - 2022 (USD Million)
Table 42 Hi-Fi System Market For Amplifiers, By Region, 2013 - 2022 (USD Million)
Table 43 Hi-Fi System Market For Preamplifiers, By Application, 2013 - 2022 (USD Million)
Table 44 Hi-Fi Systm Market For Preamplifiers, By Wireless Connectivity Technology, 2013 - 2022 (USD Million)
Table 45 Hi-Fi System Market For Preamplifiers, By Region, 2013 - 2022 (USD Million)
Table 46 Hi-Fi System Market For Receivers, By Application, 2013 - 2022 (USD Million)
Table 47 Hi-Fi System Market For Receivers, By Wireless Connectivity Technology, 2013 - 2022 (USD Million)
Table 48 Hi-Fi System Market For Receivers, By Region, 2013 - 2022 (USD Million)
Table 49 Hi-Fi System Market Size, By Connectivity Technology, 2013 - 2022 (USD Million)
Table 50 Hi-Fi System Market For Wired Connectivity Technology, By Product, 2013 - 2022 (USD Million)
Table 51 Hi-Fi System Market For Wired Connectivity Technology, By Device, 2013 - 2022 (USD Million)
Table 52 Overview Of The Technical Capabilities Of The Wireless Connectivity Technologies
Table 53 Hi-Fi System Market, By Wireless Connectivity Technology, 2013 - 2022 (USD Million)
Table 54 Hi-Fi System Market For Wireless Connectivity Technology, By Product, 2013 - 2022 (USD Million)
Table 55 Hi-Fi System Market For Wireless Connectivity Technology, By Device, 2013 - 2022 (USD Million)
Table 56 Hi-Fi System Market For Bluetooth Connectivity Technology, By Product, 2013 - 2022 (USD Million)
Table 57 Hi-Fi System Market For Bluetooth Connectivity Technology, By Device, 2013 - 2022 (USD Million)
Table 58 Hi-Fi System Market Size For Wi-Fi Connectivity Technology, By Product, 2013 - 2022 (USD Million)
Table 59 Hi-Fi System Market For Wi-Fi Connectivity Technology, By Device, 2013 - 2022 (USD Million)
Table 60 Hi-Fi System Market For Airplay Connectivity Technology, By Product, 2013 - 2022 (USD Million)
Table 61 Hi-Fi System Market For Airplay Connectivity Technology, By Device, 2013 - 2022 (USD Million)
Table 62 Hi-Fi System Market For Other Connectivity Technologies, By Product, 2013 - 2022 (USD Million)
Table 63 Hi-Fi System Market For Other Connectivity Technologies, By Device, 2013 - 2022 (USD Million)
Table 64 Hi-Fi System Market, By Application, 2013 - 2022 (USD Million)
Table 65 Hi-Fi System Market For Residential Application, By Product, 2013 - 2022 (USD Million)
Table 66 Hi-Fi System Market For Residential Application, By Device, 2013 - 2022 (USD Million)
Table 67 Hi-Fi System Market For Automotive Application, By Product, 2013 - 2022 (USD Million)
Table 68 Hi-Fi System Market For Automotive Application, By Device, 2013 - 2022 (USD Million)
Table 69 Hi-Fi System Market For Commercial Application, By Product, 2013 - 2022 (USD Million)
Table 70 Hi-Fi System Market For Commercial Application, By Device, 2013 - 2022 (USD Million)
Table 71 Hi-Fi System Market For Other Applications, By Product, 2013 - 2022 (USD Million)
Table 72 Hi-Fi System Market For Other Applications, By Device, 2013 - 2022 (USD Million)
Table 73 Hi-Fi System Market Size, By Region, 2013 - 2022 (USD Million)
Table 74 Hi-Fi System Market In North America, By System, 2013 - 2022 (USD Million)
Table 75 Hi-Fi System Market In North America, By Product, 2013 - 2022 (USD Million)
Table 76 Hi-Fi System Market In North America, By Device, 2013 - 2022 (USD Million)
Table 77 Hi-Fi System Market In North America, By Country, 2013 - 2022 (USD Million)
Table 78 Hi-Fi System Market In Europe, By System, 2013 - 2022 (USD Million)
Table 79 Hi-Fi System Market In Europe, By Product, 2013 - 2022 (USD Million)
Table 80 Hi-Fi System Market In Europe, By Device, 2013 - 2022 (USD Million)
Table 81 Hi-Fi System Market In Europe, By Country, 2013 - 2022 (USD Million)
Table 82 Hi-Fi System Market In Apac, By System, 2013 - 2022 (USD Million)
Table 83 Hi-Fi System Market In Apac, By Product, 2013 - 2022 (USD Million)
Table 84 Hi-Fi System Market In Apac, By Device, 2013 - 2022 (USD Million)
Table 85 Hi-Fi System Market In Apac, By Country, 2013 - 2022 (USD Million)
Table 86 Hi-Fi System Market In Row, By System, 2013 - 2022 (USD Million)
Table 87 Hi-Fi System Market In Row, By Product, 2013 - 2022 (USD Million)
Table 88 Hi-Fi System Market In Row, By Device, 2013 - 2022 (USD Million)
Table 89 Hi-Fi System Market In Row, By Region, 2013 - 2022 (USD Million)
Table 90 Market Ranking Of The Top 5 Players In The Hi-Fi System Market, 2015
Table 91 New Product Launches, 2013 - 2016
Table 92 Partnerships, Joint Ventures, And Contracts, 2013 - 2016
Table 93 Merger & Acquisitions, 2013 - 2016

List of Figures

Figure 1 Hi-Fi System Market: Segmentation
Figure 2 Hi-Fi System Market: Research Design
Figure 3 Consumer Electronics Market In The U.S. (2010 - 2012)
Figure 4 Growth In Of GDP In Developing Vs. Developed Countries
Figure 5 Growth In Smartphone Users (2012 - 2017)
Figure 6 Market Size Estimation Methodology: Bottom-Up Approach
Figure 7 Market Size Estimation Methodology: Top-Down Approach
Figure 8 Data Triangulation
Figure 9 Hi-Fi System Market Size In Terms Of Value And Volume, 2013 - 2022
Figure 10 Residential Application Dominated The Hi-Fi System Market In 2015
Figure 11 Hi-Fi System Market, By Connectivity Technology, 2013 - 2022 (USD Million)
Figure 12 The Hi-Fi System Market In India Expected To Grow At The Highest Rate During The Forecast Period
Figure 13 APACHeld The Largest Share Of Hi-Fi System Market In 2015
Figure 14 Increasing Demand For Wireless Hi-Fi Systems Propel The Growth Of The Market During The Forecast Period
Figure 15 Speakers & Sound Bars Held The Largest Share Of The Hi-Fi Systems Market Based On Product In 2015
Figure 16 Speakers & Sound Bars Collectively Held The Largest Size Of The Hi-Fi System Market In 2015
Figure 17 U.S. Held The Largest Share Of The Hi-Fi System Market In 2015
Figure 18 Hi-Fi System Market In APACis Currently At The Growth Stage
Figure 19 Geographical Segmentation Of Hi-Fi Market
Figure 20 Growing Demand Of Infotainment Services And Advancement In Wireless Audio Technology Will Spur The Demand For Hi-Fi System
Figure 21 Connected Audio Device Installed Base, 2014 - 2018 (Million Units)
Figure 22 Global Unit Shipment Of Sound Bars & Speakers, 2010 - 2015 (Million Units)
Figure 23 Total Patents Registered Related To Hi-Fi Systems, 2013 - 2016
Figure 24 Major Value Is Added During The Manufacturing And Assembly Stage
Figure 25 Supply Chain Of The Major Players In The Hi-Fi System Market
Figure 26 The Porter's Five Forces Analysis (2015)
Figure 27 Hi-Fi System Market: Porter's Five Forces Analysis, 2015
Figure 28 Intensity Of Competitive Rivalry Is High Because Of Tough Competition Among The Existing Players
Figure 29 Threat Of Substitutes Is Expected To Be Medium Since The Demand For Home Theatre Systems Is Increasing
Figure 30 Bargaining Power Of Buyers Is Expected To Be High As The Variety Of Products And Brand Is Present In The Market
Figure 31 Product Differentiation Plays A Crucial Role In The Hi-Fi System Market
Figure 32 Threat Of New Entrants Is Medium Since The Established Players Have A Strong Presence In The Market
Figure 33 Top Players Expanding Their Product Portfolio
Figure 34 Key Industry Trends In The Hi-Fi System Market
Figure 35 Hi-Fi System Market, By System
Figure 36 Hi-Fi System Market Size, By System, 2016 Vs. 2022 (USD Million)
Figure 37 The Hi-Fi System Market, By Product
Figure 38 Hi-Fi System Market For Speakers And Sound Bars Expected To Grow At The Highest Rate During The Forecast Period
Figure 39 Residential Application Expected To Hold The Largest Size Of The Hi-Fi System Market For Speakers & Sound Bars By 2022
Figure 40 Bluetooth Technology Expected To Lead The Hi-Fi System Market For Speakers & Sound Bars During The Forecast Period
Figure 41 The Hi-Fi System Market For Speakers & Sound Bars In APACExpected To Grow At The Highest Rate During The Forecast Period
Figure 42 Hi-Fi System Market For Cd Players, By Region, 2016 Vs. 2022 (USD Million)
Figure 43 Hi-Fi System Market For Dvd Players, By Region, 2016 Vs. 2022 (USD Million)
Figure 44 Hi-Fi System Market For Blu-Ray Players, By Application, 2016 Vs. 2022 (USD Million)
Figure 45 Hi-Fi System Market For Network Media Players, By Region, 2016 Vs. 2022 (USD Million)
Figure 46 Residential Application Expected To Hold The Largest Size Of
The Hi-Fi System Market For Headphones & Earphones By 2022
Figure 47 Bluetooth Technology Expected To Dominate The Hi-Fi System Market For Headphones & Earphones Between 2016 And 2022
Figure 48 APAC Expected To Lead The Hi-Fi System Market For Headphones & Earphones During The Forecast Period
Figure 49 Hi-Fi System Market For Microphones, By Region, 2016 Vs. 2022 (USD Million)
Figure 50 The Hi-Fi System Market, By Device
Figure 51 Hi-Fi System Market, By Device, 2016 Vs. 2022 (USD Million)
Figure 52 Hi-Fi System Market For DAC, By Application, 2016 Vs. 2022 (USD Million)
Figure 53 Bluetooth Technology Expected To Dominate The Hi-Fi System Market For Amplifiers Between 2016 And 2022
Figure 54 Hi-Fi System Market For Amplifiers In APAC Expected To Grow At The Highest Rate During The Forecast Period
Figure 55 Hi-Fi System Market For Preamplifiers, By Application, 2016 Vs. 2022 (USD Million)
Figure 56 Hi-Fi System Market For Receivers, By Region, 2016 Vs. 2022 (USD Million)
Figure 57 Hi-Fi System Market, By Connectivity Technology
Figure 58 Hi-Fi System Market, By Wired Technology
Figure 59 Speakers & Sound Bars Expected To Hold The Largest Size Of The Market For Hi-Fi Systems Enabled With Wired Technology During The Forecast Period
Figure 60 Hi-Fi System Market For Receivers Compatible With Wired Technology Expected To Grow At The Highest Rate During The Forecast Period
Figure 61 Hi-Fi System Market, By Wireless Technology
Figure 62 Bluetooth Connectivity Technology Expected To Dominate The Wireless Hi-Fi System Market In 2016
Figure 63 Hi-Fi System Market For Speakers & Sound Bars Compatible With Wireless Technology Estimated To Grow At The Highest Rate During The Forecast Period
Figure 64 Hi-Fi System Market For Bluetooth Connectivity Technology, By Product, 2016 Vs. 2022 (USD Million)
Figure 65 Hi-Fi System Market For Wi-Fi Connectivity Technology, By Product, 2016 Vs. 2022 (USD Million)
Figure 66 Hi-Fi System Market Size For Airplay Connectivity Technology, By Product, 2016 Vs. 2022 (USD Million)
Figure 67 Hi-Fi System Market For Other Connectivity Technologies, By Product, 2016 Vs. 2022 (USD Million)
Figure 68 Hi-Fi System Market, By Application
Figure 69 Residential Application Expected To Hold The Largest Size Of The Hi-Fi System Market During The Forecast Period
Figure 70 Speaker & Sound Bar Expected To Lead The Hi-Fi System Market For The Residential Application During The Forecast Period
Figure 71 Amplifiers Expected To Hold The Largest Size Of The Hi-Fi System Market For Residential Application During The Forecast Period
Figure 72 Speakers & Sound Bars Expected To Hold The Largest Size Of The Hi-Fi System Market For Automotive Application During The Forecast Period
Figure 73 Amplifiers Expected To Dominate The Hi-Fi System Market For Automotive Application During The Forecast Period
Figure 74 Speakers & Sound Bars Expected To Dominate The Hi-Fi System Market For Commercial During The Forecast Period
Figure 75 Receivers Market For Commercial Application Expected To Grow At The Highest Rate During The Forecast Period
Figure 76 Hi-Fi System Market For Network Media Players Expected To Grow At The Highest Rate During The Forecast Period
Figure 77 Receivers Expected To Hold The Largest Size Of The Hi-Fi Systems Market For Other Applications During The Forecast Period
Figure 78 Hi-Fi System Market: Geographic Snapshot (2016 - 2022)
Figure 79 Hi-Fi System Market: Country-Wise Growth (2016 - 2022)
Figure 80 North America: Market Snapshot
Figure 81 North American Hi-Fi System Market For Headphones & Earphones Expected To Grow At The Highest Rate During The Forecast Period
Figure 82 Segmentation: North America
Figure 83 U.S. Expected To Hold The Largest Size Of The Hi-Fi System Market In North America During The Forecast Period
Figure 84 Europe: Market Snapshot
Figure 85 Speakers & Sound Bars Expected To Dominate The European Hi-Fi System Market Between 2016 And 2022
Figure 86 Segmentation: Europe
Figure 87 Germany Expected To Dominate The European Hi-Fi System Market During The Forecast Period
Figure 88 APAC: Market Snapshot
Figure 89 Speakers & Sound Bars Expected To Hold The Largest Size Of The Hi-Fi System Market In APAC During The Forecast Period
Figure 90 Segmentation: APAC
Figure 91 Indian Hi-Fi System Market Expected To Grow At The Highest Rate During The Forecast Period
Figure 92 Speakers & Sound Bars Expected To Dominate The Hi-Fi System Market In Row During The Forecast Period
Figure 93 Segmentation: Row
Figure 94 The Middle East Region Expected To Dominate The Hi-Fi System Market In Row During The Forecast Period
Figure 95 New Product Launches Was The Key Strategy Adopted By The Key Players Between 2013 And 2015
Figure 96 Market Evaluation Framework
Figure 97 Battle For Market Share: New Product Launches Was The Key Strategy
Figure 98 Geographic Revenue Mix Of Major Market Players
Figure 99 Onkyo Corporation: Company Snapshot
Figure 100 Onkyo Corporation: Swot Analysis
Figure 101 Bowers & Wilkins: Swot Analysis
Figure 102 Yamaha Corporation: Company Snapshot
Figure 103 Yamaha Corporation: Swot Analysis
Figure 104 Bose Corporation: Swot Analysis
Figure 105 Panasonic Corporation: Company Snapshot
Figure 106 Panasonic Corporation: Swot Analysis
Figure 107 Harman International Inc.: Company Snapshot
Figure 108 Lg Electronics Corporation: Company Snapshot
Figure 109 Koninklijke Philips N.V.: Company Snapshot
Figure 110 Samsung Electronics Co., Ltd.: Company Snapshot
Figure 111 Sony Corporation: Company Snapshot

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