Wireless Microphone Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-06-14 | 137 pages | IMARC Group

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Report description:

The global wireless microphone market size reached US$ 2.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 3.9 Billion by 2028, exhibiting a growth rate (CAGR) of 5.38% during 2023-2028.

A wireless microphone consists of a small, battery-powered radio transmitter for transmitting audio signals to the receiver without using a physical cable. It relies on different standards of frequency and transmission technologies, such as ultra-high frequency (UHF), very high frequency (VHF), frequency modulation (FM), amplitude modulated (AM), or infrared (IR) light. As it offers enhanced connectivity, flexibility, and convenience to the users, it is gaining traction in concerts, podcasting, public speaking events, and TV and filmmaking across the globe. Nowadays, market players are focusing on technological advances and improvements in sound quality and reliability of wireless microphones for real-time media streaming.

Wireless Microphone Market Trends:
The rising sales of consumer electronics, such as tablets, laptops, and mobile phones, in everyday life represents one of the key factors catalyzing the demand for wireless microphones worldwide. Moreover, the increasing application of podcasting in business-to-business (B2B) and business-to-commerce (B2C) segments to build a brand image and target a wider audience is offering lucrative growth opportunities to industry investors and contributing to the market growth. Furthermore, rising consumer spending on live programs and performances, such as sports events, comedy shows, and music concerts, on account of rapid urbanization is positively influencing the demand for wireless microphones in the media and entertainment industry. Apart from this, key players are introducing handheld wireless microphones with innovative features, such as optical and coaxial Bluetooth input and adjustable echo, for smart TVs, Karaoke systems, and wireless speakers. In addition, these microphones are gaining widespread adoption in content creating for YouTube and social media platforms. This is anticipated to create a positive outlook on the growth of the market around the world.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global wireless microphone market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, technology and end user.

Breakup by Type:

Handheld
Clip-on
Others

Breakup by Technology:

Bluetooth
Wi-Fi
Radio Frequency
Others

Breakup by End User:

Corporate
Education
Hospitality
Sporting Events
Others

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America

Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:
The competitive landscape of the industry has also been examined along with the profiles of the key players being AKG Acoustics (Harman International Industries Inc.), Audio-Technica Corporation, Baltic Latvian Universal Electronics LLC (Logitech International S.A.), LEWITT GmbH, RODE Microphones, Samson Technologies Corp., Saramonic International, Sennheiser electronic GmbH & Co. KG, Shure Incorporated, Sony Corporation and Yamaha Corporation.

Key Questions Answered in This Report

1. What was the size of the global wireless microphone market in 2022?
2. What is the expected growth rate of the global wireless microphone market during 2023-2028?
3. What are the key factors driving the global wireless microphone market?
4. What has been the impact of COVID-19 on the global wireless microphone market?
5. What is the breakup of the global wireless microphone market based on the type?
6. What is the breakup of the global wireless microphone market based on the end user?
7. What are the key regions in the global wireless microphone market?
8. Who are the key players/companies in the global wireless microphone market?

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