

## **India Speaker Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook (2025-2034)**

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### **Report description:**

The India speaker market is projected to grow at a CAGR of 17.66% between 2025 and 2034.

#### India Speaker Market Growth

The growing prominence of the home theatre experience, the burgeoning popularity of smart home speakers such as Amazon Echo and Google Home and the rise of the wireless speakers which offer high sound quality and remove the hassle of wires are some of the major drivers of the speaker industry in India.

The growth of the gaming sector in India has further created a lucrative market for speakers in the country as high-quality speakers can amplify the gaming experience. As of 2023, India consisted of around 568 million gamers, which creates a lucrative landscape for the rise of high-quality speakers in the country.

Moreover, according to the India speaker industry analysis, international players are increasingly launching new products in the country to broaden their market reach. For instance, Sonos, a US-based company, announced the launch of next-gen speakers, Era 100, and Era 300, in October 2023.

#### Key Trends and Recent Developments

The preference for portable speakers, the growing popularity of home theatre systems, the use of sustainable materials, and high disposable income are accelerating the India speaker market value.

September 2024

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Just Corseca, a well-known distributor of audio products in India, launched its premium range of portable speakers to cater to the growing needs of customers. These products integrated advanced technology to offer dual functions of device charging and speakers to music enthusiasts. The product lineup comprised of the compact 10W Sushi Shine (JST638), 30W Seagle (JST622), and 40W Sushi Boomer (JST614).

September 2024

Indian audio brand Boulton expanded its speaker portfolio with the launch of the new RetroAmp X60 and RetroAmp X40 speakers. The speakers were designed with a classic rugged leather body in a royal gold finish. Besides, they featured dual dynamic drivers, delivering a 60W output. Among connectivity options, it included Bluetooth 5.3 with Enhanced Data Rate (EDR), auxiliary (AUX), USB, and TF card inputs, which made them compatible with smartphones, smart TVs, laptops, and more.

August 2024

British audio brand Marshall launched two new wireless portable speakers in India, namely, Emberton III and Willen II. While the former offered over 32 hours of battery life, the latter provided over 17 hours of battery life. Both products featured an IP67 rating, ensuring resistance against dust and water ingress. They also supported Bluetooth LE Audio and came with a built-in microphone.

May 2024

JBL launched its new Authentics series which encompassed three speaker models, JBL Authentics 200, JBL Authentics 300, and JBL Authentics 500. The speakers offered large-scale coverage and featured both Wi-Fi and Bluetooth connectivity. Besides, they were compact yet elegant in design, easily portable, and offered long duration of battery life.

#### Preference for Portable Speakers Propelling the Growth of the India Speaker Market

The growing tourism industry and the popularity of outdoor leisure activities have increased the demand for wireless, portable speakers, enhanced by the widespread use of smartphones and streaming services. Moreover, they are also being preferred owing to their easy connectivity with multiple devices via Bluetooth and integrated long-lasting rechargeable batteries. Realising their growing demand, key market players have increased their development and supply in the market. For instance, Sony India launched the SRS-XV500 portable party speaker in February 2024 with built-in lighting, and a long-lasting battery to expand its product portfolio in India.

#### Growing Popularity of Home Theatre Systems Creating New Speaker Demand

The rising subscriptions of OTT platforms and demand for large-screen televisions are propelling the growth of home theatre speakers in India. These speaker systems are known for their large-scale coverage, superior sound quality and surround sound effects which have resulted in their integration into modern luxury Indian homes as well as apartments. Besides, they offer huge profit margins which has encouraged industry players to invest in their development. For instance, Sony India launched its new SA-D40M2 Home Theatre speaker system in September 2024, with four compact satellite speakers and a subwoofer, providing an immersive cinematic experience to users.

#### High Disposable Income Increasing the Sales and India Speaker Market Revenue Growth

India's rising disposable income, especially of the middle class, is propelling the growth of the speaker market by urging users to purchase premium audio products integrated with advanced features and new technologies. Moreover, with increased purchasing

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power, consumers are inclining more towards quality, than quantity. According to government reports, the gross national disposable income of the Indian working class at current prices stood at ₹273.99 lakh crores for the year 2022-23, an estimated 14.5% growth against the previous year. As the income grows further in the coming years due to increased employment and rising wage rates, the demand for premium speakers is expected to witness a sharp surge.

#### Use of Sustainable Materials is Enhancing the Long-Term Sustainability of the Speaker Market in India

Growing environmental concerns and the urgency to reduce e-waste have prompted market players to use sustainable, recycled materials during the manufacturing process of speakers. In a similar effort, Sony launched its new ULT Power Sound speakers and headphones range in India manufactured with recycled plastic materials to highlight its environmental consciousness. Such efforts have enhanced the long-term stability and growth of the speaker market.

#### India Speaker Industry Segmentation

"India Speaker Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Type

- Wired Speaker
- Wireless Speaker

##### Market Breakup by Application

- Consumer Electronics
- Professional Audio
- Automotive
- Others

##### Market Breakup by Region

- East India
- West and Central India
- North India
- South India

#### India Speaker Market Share

Based on type, the market is divided into wired speaker and wireless speaker. Wired speakers account for a substantial market share due to their high accessibility among Indian consumers as well as exceptional sound quality and low sound latency which appeals greatly to audiophiles. They are also more cost-effective compared to wireless speakers, compatible with a wide range of sound sources including analogue systems and provide great resistance against outside interference to ensure a steady connection.

#### Leading Companies in the India Speaker Market

The market participants are offering superior sound quality speakers to meet the evolving regulatory landscape.

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- Bose Corporation
- Sonos, Inc.
- LG Corporation
- Panasonic Holdings Corporation
- Apple, Inc.
- Amazon.com Inc.
- Alphabet Inc.
- Marshall Group AB
- Others

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