

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

Market Report | 2025-05-29 | 130 pages | EMR Inc.

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Report description:

The Japan speaker market reached approximately USD 1.65 Billion in 2024. The market is projected to grow at a CAGR of 3.60% between 2025 and 2034, reaching a value of around USD 2.35 Billion by 2034.

Japan Speaker Market Growth

The growing popularity of online streaming services, the shift towards wireless speaker systems, and the rise in disposable income are some of the major drivers for the growth of the speaker industry in Japan. There is a noticeable trend towards wireless and portable speaker systems due to the growing consumer preference for convenience setups. This trend is supported by the increasing availability of advanced wireless technologies like Bluetooth and Wi-Fi in consumer electronics.

Major electronics trade shows in Japan such as the Consumer Electronics Show (CES) Asia, have a substantial impact on shaping consumer preferences and trends within the market. These exhibitions serve as crucial platforms for presenting innovative technologies and products, thereby influencing consumer and business purchasing decisions.

According to Japan speaker industry analysis, advancements in technologies such as IoT and AI have made speakers increasingly interconnected with other household and personal gadgets, boosting their appeal and functionality to tech-savvy customers of Japan.

Key Trends and Recent Developments

Adoption of home theatre systems, preference for portable speakers, rising e-commerce sales, and demand for smart voice assistance speakers are accelerating the Japan speaker market value.

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April 2024

Japanese brand Sony Electronics Inc. announced the launch of the ULT POWER SOUND series, featuring a range of Bluetooth speakers and headphones, namely, ULT TOWER 10, ULT FIELD 7, ULT FIELD 1, and wireless headphones ULT WEAR. To complement the launch, Sony partnered with the award-winning music artist Peso Pluma.

January 2023

Japan-based global electronics leader, Sony, launched two new Walkman players, A-300 and ZX-700. A-300 was the mainstream Walkman in this lineup, powered by a custom Qualcomm chip with 4GB of RAM. It had built-in 32GB of storage for high-resolution audio tracks in NativeDSD format, played through its efficient Bluetooth 5.0 and Wi-Fi wireless connectivity. Walkman ZX-700 was a standard product with a 3.5mm analogue audio port and a 4.4mm 'balanced' port that reduced electromagnetic interference and loss of quality of audio due to the physical properties of wires and ports.

April 2022

Japan-based esoteric speaker manufacturer, Eclipse, launched its first new loudspeaker, TD307MK3 in seven years. The speaker was a compact, full-range product with advanced technologies such as diffusion stay, a fibreglass cone, and a larger 'repulsive' neodymium main and sub-magnet system and replaced its popular predecessor TD307MK2. Additionally, the speaker could be mounted to a wall or ceiling for several other A/V applications.

October 2021

Japanese brand Aiwa launched its new range of Hi-Fi speakers in India, to expand its market. The range included MI-X series and SB-X series of speakers. While MI-X Series comprised two products, namely MI-X450 PRO ENIGMA and MI-X 150 Retro Plus X, the SB-X series included the SB-X350A, SB-X350J and SB-X30 speakers.

Increased Adoption of Home Theatre Systems Driving the Growth of Japan Speaker Market

Rising disposable income and the growing popularity of global as well as regional OTT platforms are encouraging the Japanese population to seek cinematic experiences in the comfort of their homes. This is propelling the demand for high-end home theatre systems with advanced audio speaker setups. To meet their growing demand, many market players have begun manufacturing home theatre equipment for the first time in Japan eyeing future market growth and stability. For instance, in May 2021, Wireless Speaker and Audio Association (WiSA) member, Onkyo Home Entertainment launched its WiSA-certified Sound Sphere audio system that delivered wireless, cinema-worth through the WiSA SoundSend wireless audio transmitter.

Technological Advancements Leading to Rising Smart Speaker Demand

The Japanese population is extremely tech-savvy and prefers the use of smart devices and appliances in their everyday activities that can be remotely controlled through Wifi or Bluetooth wireless connectivity options. Most of these devices are controlled by voice and require voice assistant speakers for operations. For instance, globally known voice-enabled AI devices Alexa and Google Assistant have garnered immense popularity in Japan, increasing the overall usage of voice assistant speakers.

Rising E-commerce Sales Contributing to the Market Revenue

A major share of speaker sales in Japan is accounted for by e-commerce platforms such as Amazon and Rakuten. Most of the leading brands have their products listed on these platforms. According to Japan's Ministry of Economy, Trade, and Industry

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(METI), the share of e-commerce sales of electrical, electronic, and AV products increased from 38% to 42% between 2021 and 2022. Owing to the increased internet and smartphone penetration in the country, this share is expected to grow further, leading to an overall increase in Japan speaker market revenue.

Growing Preference for Portable Speakers Propelling the Speaker Demand Growth

The growing tourism industry in Japan is propelling the demand for portable speakers, which are preferred by music-savvy tourists owing to their compact design, lightweight, and transportable nature. In 2024, the industry is expected to contribute nearly 7.5% to Japan's GDP, reaching an overall value of JPY 44.6 trillion. This will mark a 5.7% increase in 6 years. As the growth trend continues in the upcoming years, the demand of portable speakers is expected to surge drastically in Japan.

Japan Speaker Industry Segmentation

"Japan 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

Japan Speaker Market Share

Based on type, the market is divided into wired speaker and wireless speaker. Wireless speakers hold a significant share of the market due to their features such as convenience, portability, and innovative technologies such as Bluetooth and Wi-Fi connectivity, which makes the connectivity easier. These qualities resonate with the lifestyle of Japanese consumers who prefer hassle-free and easy-to-use devices that can seamlessly integrate with various digital platforms and smart home systems.

Leading Companies in the Japan Speaker Market

The market participants are establishing partnerships to develop their technological abilities and meet the evolving regulatory landscape.

- Sony Corporation
- Samsung Electronics Co. Ltd.
- Bose Corporation
- Sonos, Inc.
- LG Corporation
- Panasonic Holdings Corporation
- Apple, Inc.
- Amazon.com Inc.

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- Alphabet Inc.
- Marshall Group AB
- Others

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