



Freedonia Focus Reports
US Collection

Audio & Video Equipment: United States

September 2020



www.freedoniafocusreports.com

BROCHURE CLICK TO ORDER
FULL REPORT FULL REPORT

Table of Contents

1. Highlights	3
2. Market Environment	5
Historical Trends	5
Key Economic Indicators	7
Trade	8
Technology & Product Development	11
Retail Trends	13
3. Segmentation & Forecasts	18
Products	18
Televisions	20
Headphones, Microphones, & Speakers	21
Automotive Audio Equipment	22
Other Products	24
Shipments	26
4. Industry Structure	28
Industry Characteristics	28
Market Leaders	30
Panasonic	30
Samsung	31
Sony	31
5. About This Report	32
Scope	32
Sources	32
Industry Codes	33
Freedonia Methodology	33
Resources	35

List of Tables & Figures

Figure 1 Key Trends in US Audio & Video Equipment Demand, 2019 – 2024	3
Figure 2 US Audio & Video Equipment Demand Trends, 2009 – 2019	5
Figure 3 US Audio & Video Equipment Shipment Trends, 2009 – 2019	6
Table 1 Key Indicators for US Audio & Video Equipment Demand, 2009 – 2024 (US\$ bil)	7
Figure 4 US Audio & Video Equipment Trade, 2009 – 2019 (US\$ mil)	8
Table 2 US Audio & Video Equipment Trade, 2009 – 2019 (US\$ mil)	8
Figure 5 US Audio & Video Equipment Imports by Product, 2009 – 2019 (US\$ mil)	9
Table 3 US Audio & Video Equipment Imports by Product, 2009 – 2019 (US\$ mil)	9
Figure 6 US Audio & Video Equipment Exports by Product, 2009 – 2019 (US\$ mil)	10
Table 4 US Audio & Video Equipment Exports by Product, 2009 – 2019 (US\$ mil)	10
Figure 7 US Survey: Purchased Television in the Last 2 Years (%)	13
Figure 8 US Survey: Purchase Location of Most Recent Television (%)	14
Figure 9 US Survey: Importance of Examining a Television in Person Before Buying (%)	15
Figure 10 US Survey: COVID-19 Impact on Television Purchases, 2020 (%)	16
Figure 11 US Survey: Purchased Television by Stay-at-Home Patterns in Wake of COVID-19 (%)	17
Figure 12 US Audio & Video Equipment Demand by Product, 2009 – 2024 (US\$ mil)	18
Table 5 US Audio & Video Equipment Demand by Product, 2009 – 2024 (US\$ mil)	18
Figure 13 US Audio & Video Equipment Demand by Product, 2009 – 2024 (%)	25
Figure 14 US Audio & Video Equipment Shipments, 2009 – 2024 (US\$ mil)	26
Table 6 US Audio & Video Equipment Shipments, 2009 – 2024 (US\$ mil)	26
Figure 15 US Audio & Video Equipment Firms, Establishments, & Employment, 2009 – 2019	29
Table 7 US Audio & Video Equipment Firms, Establishments, & Employment, 2009 – 2019	29
Table 8 Leading Suppliers to the US Audio & Video Equipment Market by Product	30
Table 9 NAICS & SIC Codes Related to Audio & Video Equipment	33

About This Report

Scope

This report forecasts to 2020 and 2024 US audio and video equipment demand and shipments in nominal US dollars at the manufacturer level. Total demand is segmented by product in terms of:

- televisions
- headphones, microphones, and speakers
- automotive audio equipment
- other products such as DVD players, digital video recorders, and digital music players

To illustrate historical trends, total demand, total shipments, the various demand segments, and trade are provided in annual series from 2009 to 2019.

For the purposes of this report, speakers utilized in automotive applications are included in the speakers segment, while DVD players and other video equipment for use in automotive applications are included in the Other Products segment. This report excludes television and radio transmission equipment, video and sound recordings, broadcast and movie production cameras, and still photography cameras. In addition, cable boxes, digital streaming devices, set-top boxes, smart home systems, smartphones, tablets, video game consoles, and other multi-function devices that provide audio-visual capabilities are excluded.

Re-exports of audio and video equipment are excluded from demand and trade figures. Re-exports are calculated on an annual basis as total exports minus domestic exports.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Audio & Video Equipment: United States (FF90031) represents the synthesis and analysis of data from various secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press

About This Report

- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 9 | NAICS & SIC Codes Related to Audio & Video Equipment

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
321999	All Other Miscellaneous Wood Product Manufacturing	2517	Wood Television, Radio, Phonograph, and Sewing Machine Cabinets
326199	All Other Plastics Product Manufacturing	3089	Plastic Products, NEC
332322	Sheet Metal Work Manufacturing	3444	Sheet Metal Work
334310	Audio and Video Equipment Manufacturing	3651	Household Audio and Video Equipment
423620	Electrical and Electronic Appliance, Television, and Radio Set Merchant Wholesalers	5064	Electrical Appliances, Television, and Radio Sets
441310	Automotive Parts and Accessories Stores	5531	Auto and Home Supply Stores
443142	Electronics Stores	5731	Radio, Television, and Consumer Electronics Stores

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global

About This Report

data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

Resources

The Freedonia Group

Freedonia Industry Studies

Automotive Aftermarket for Electric Components in North America

Global Batteries

Global E-Commerce

Global Major Household Appliances

Freedonia Focus Reports

Appliances & Electronics: United States

Computers & Peripherals: United States

E-Commerce: United States

Electronic Components: United States

Household Furniture: United States

Major Household Appliances: United States

Motion Pictures & Video: United States

Motor Vehicles: United States

Recreation: United States

Toys & Games: United States

Freedonia Custom Research

Trade Publications

CNET

EDN Network

Electronic Engineering Times

Electronics Weekly

Sound & Vision

TV Technology

TWICE

Agencies & Associations

Bluetooth Special Interest Group

Blu-ray Disc Association

Consumer Technology Association

International Telecommunication Union

United States Department of Commerce

Bureau of Economic Analysis

United States Census Bureau

United States International Trade Commission