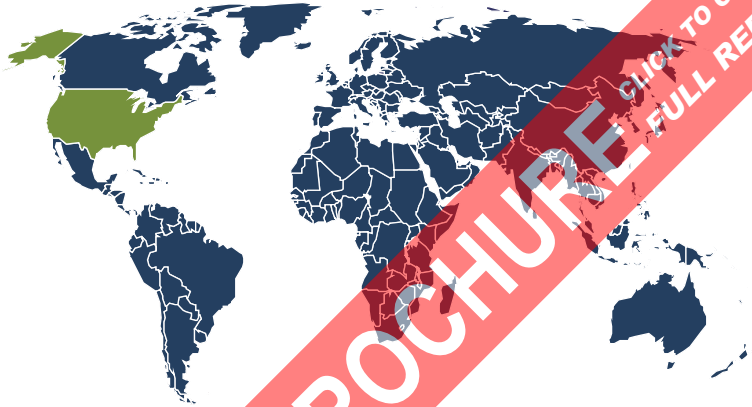




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Audio & Video Equipment: United States

September 2017



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Table of Contents

1. Highlights	3
2. Market Environment	4
Historical Trends	4
Key Economic Indicators	6
Trade	7
Technology & Product Developments	8
Retail Trends	10
3. Segmentation & Forecasts	12
Products	12
Televisions	13
Headphones, Microphones & Speakers	15
Automotive Audio Equipment	16
Other Products	18
Shipments	20
4. Industry Structure	22
Industry Characteristics	22
Market Leaders	23
Panasonic Corporation	24
Samsung Electronics	24
Sony Corporation	24
5. About This Report	26
Scope & Method	26
Sources	27
Industry Codes	27
Resources	28

List of Tables & Figures

Figure 1 Key Trends in US Audio & Video Equipment Demand, 2016-2021	3
Figure 2 US Audio & Video Equipment Demand Trends, 2006-2016	4
Figure 3 US Audio & Video Equipment Shipment Trends, 2006-2016	5
Table 1 Key Indicators for US Audio & Video Equipment Demand; 2006, 2011, 2016, 2021 (US\$ bil)	6
Figure 4 US Audio & Video Equipment Trade, 2006-2016 (US\$ mil)	7
Table 2 US Audio & Video Equipment Trade, 2006-2016 (US\$ mil)	7
Figure 5 US Audio & Video Equipment PCE; 2006-2016, 2021 (US\$ bil)	10
Table 3 US Audio & Video Equipment PCE; 2006-2016, 2021 (US\$ bil)	10
Figure 6 US Audio & Video Equipment Demand by Product; 2006-2016, 2021 (US\$ mil)	12
Table 4 US Audio & Video Equipment Demand by Product; 2006-2016, 2021 (US\$ mil)	12
Figure 7 US Automotive Audio Equipment Demand & Motor Vehicle Production; 2006-2016, 2021	17
Figure 8 US Audio & Video Equipment Demand by Product; 2006-2016, 2021 (%)	19
Figure 9 US Audio & Video Equipment Shipments; 2006-2016, 2021 (US\$ mil)	20
Table 5 US Audio & Video Equipment Shipments; 2006-2016, 2021 (US\$ mil)	20
Table 6 Leading Suppliers the US Audio & Video Equipment Market by Product	23
Table 7 Industry Codes Related to Audio & Video Equipment	27

About This Report

Scope & Method

This report forecasts US audio and video equipment demand and shipments in US dollars at the manufacturers' level to 2021. Total audio and video equipment PCE is also forecast to 2021. 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.

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 is 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 also excluded from demand and import figures.

To illustrate historical trends, total demand, total shipments, the various demand segments, audio and video equipment PCE, and trade are provided in annual series from 2006 to 2016.

This report 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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, 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 primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- 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 7 | Industry Codes Related to Audio & Video Equipment

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
326199	All Other Plastics Product Manufacturing	2517	Wood Television, Radio, Phonograph, and Sewing Machine Cabinets
332322	Sheet Metal Work Manufacturing	3089	Plastic Products, NEC
334310	Audio and Video Equipment Manufacturing	3444	Sheet Metal Work
337129	Wood Television, Radio, and Sewing Machine Cabinet 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
443112	Radio, Television, and Other Electronics Stores	5731	Radio, Television, and Consumer Electronics Stores

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Automotive Aftermarket for Batteries and Ignition System Components, July 2017

Battery Market in the US, December 2016

World Major Households Appliances, February 2016

Freedonia Focus Reports

Computers & Peripherals: United States

Electronic Components: United States

Motion Pictures & Video: United States

Music Production & Publishing: 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