

The global 2013 home audio market (covering wireless speakers, speaker docks, AV receivers, integrated audio systems and soundbars) is set to achieve 10% growth according to Futuresource, making it a "positive force" in the home CE segment.



"As consumers demand more flexibility from their music and audio-- be it through music accessibility, discoverability, sharing their favourite songs or simply wanting a richer experience from their TV-- home audio continues to play a starring role in the Zeitgeist," the analyst says. "This year we're going to see home audio products ship around 60 million units worldwide, with a trade value of \$7.3 billion. At a time when many segments of the CE industry seem to be driving with the brakes on, home audio represents an enormous opportunity for manufacturers and retailers alike."

Wireless speakers and soundbars lead the market with 181% and 81% growth respectively as consumer preference shifts from dedicated speaker docks to wireless speakers. Futuresource forecasts dock shipments will decline by -20% in 2013.

Another audio loser is CD playback, beaten by affordable wireless audio devices, smartphones, and streaming services such as Spotify, Deezer and Pandora.

Bluetooth accounts for 82% of wireless speakers, and is expected to remain a popular choice driven by smartphone connectivity. Another popular wireless technology is wifi, seen in H2 2013 product launches from Bose and Samsung.

In unit terms Sony is the home audio leader, but Bose and Sonos are growing in popularity. As for the future Futuresource believes successful brands need to focus increasingly on wireless connectivity.

## **Futuresource: Home Audio Revitalises CE**

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