Written by Marco Attard
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Smart and networked multi-room audio systems represent "huge opportunities" for home theatre vendors, Persistence Market Research reports-- driving a global home theatre audio market worth $10 billion in 2017.

Such growth should be sustainable, as the analyst forecasts the market will register a 5% CAGR through 2025, with sales reaching "nearly" $15bn by the end of the forecast period. One growth driver, particularly in N. America, is systems with wireless capabilities such as wifi and Bluetooth, as customers want to integrate audio systems with their mobile and wearable devices.

Another growth driver is low-range home theatre audio systems, as based on price range. Premium systems will register the fastest growth, while sales revenues from mid-range systems will remain "comparatively higher" compared to premium systems. As for sales channels, unorganised retail stores are the "most lucrative," expanding at the highest CAGR through 2025 and accounting for revenues worth $6bn by end 2025.

Persistence also predicts the sales of 9.1 channel (and above) systems will total 40 million by 2025. In terms of volume, 6.1 channel systems will be comparatively lower than other channel type segment sin the market.

In geographic terms, N. America is the dominant region for sales, followed by APAC. Europe comes 3rd, even if the region is to see a comparatively higher CAGR than APAC through 2025.

Go Unorganised Retail Stores will Remain the Largest Sales Channel for Home Theatre Audio

Systems Globally