

Home Audio Market: A Customer's Journey

The Authoritative Source for Consumer
Technology Market Research

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Report Preview

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Objectives

This research was conducted to understand the key motivators and touchpoints driving the purchase of home audio products among recent U.S. adult buyers. Specific questions include:

- What is the key motivator/trigger that warrants a home audio product (i.e., home theater system, home audio components, stereo system, soundbar or wireless/wired multiroom speakers) purchase?
- How do recent buyers research, discover and shop for home audio products?
- What factors and features do recent buyers prioritize in their home audio product purchases?
- What are the distribution channels where home audio products are ultimately purchased?
- What are the areas of opportunity pertaining to home audio products?



Methodology

CTA's *Home Audio Market: A Customer's Journey* was administered as an online survey between May 23 and June 15, 2024. A total of 1500 consumers who met the following criteria completed the survey:

- U.S. adult resident (age 18-plus)
- Purchased a home audio product (*shown on the right*) in the past 12 months
- Had purchase influence in their home audio product

See the table to the right for sample size and Margin of Error (MOE) at 95% confidence by home audio segment.

The Consumer Technology Association (CTA)[®] designed this study in its entirety and is responsible for all content contained in this report.

CTA is a member of the Insights Association and adheres to the research and analysis guidelines set forth in the Insights Association Code of Standards and Ethics.

Please note: Throughout this report, “recent buyer” refers to U.S. adult consumers who purchased a home audio product or equipment within the last 12 months, unless otherwise specified.



Sample Frame

Home Audio Product Segment	Sample Size	MOE
 Soundbar	n=300	± 3%
 Multiroom Speakers	n=300	± 3%
 Home Theater (HT) Component	n=300	± 3%
 Home Theater (HT) System	n=300	± 3%
 Stereo System	n=300	± 3%

Recent buyers of more than one home audio product were assigned to a segment based on least filled quota.

See [next page](#) for expanded definitions and images shown to survey respondents.

Home Audio Product Categories: Definitions & Images

The following definitions and images were shown to all survey participants:

A complete home theater (or HT) audio system, comprising all of the following purchased together: 1) receiver/amplifier; 2) speaker(s) with discrete channels (e.g., front, rear or side); and 3) subwoofer



Individual home theater (or HT) audio components, such as a receiver/amplifier, speaker(s) or subwoofer

Receiver/amplifier



Subwoofer



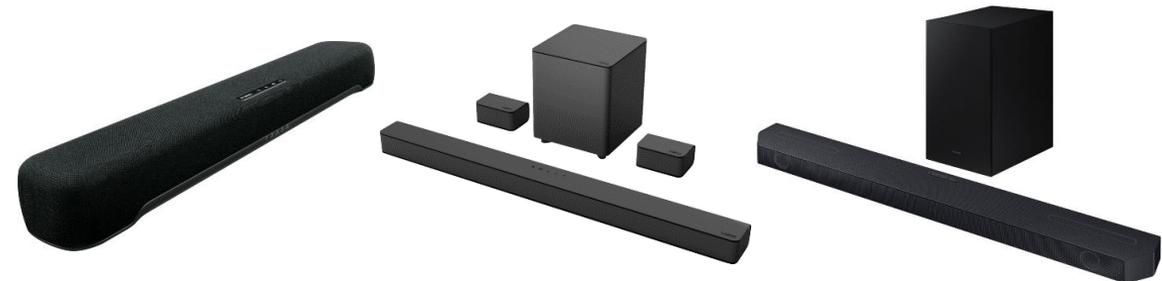
Speakers



Two-channel stereo system



Soundbar (may include a separate subwoofer and/or side-/rear-channel speakers)



Wired or wireless home speaker(s) capable of multiroom audio



Ownership of home audio products is broad-based, encompassing the vast majority (74%) of U.S. adults.

U.S. Home Audio Market



Home Audio Product Journey Overview



Base: Past 12-month [audio product] purchasers (n=1500 [300 across 5 discrete home audio product groups])

*See [appendix](#) for journeys by product segment.

Eight triggers lead to home audio product purchases

Wanting to better enjoy content and wanting an immersive sound experience are among the top triggers across all groups, but other triggers vary slightly by type of product ultimately purchased.

Top Triggers to *Start* to Consider Buying a Home Audio Product (%)



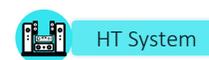
Q. Which of the following were reasons you started thinking about buying a [...] ? Select all that apply. Base: Past 12-month [audio product] purchasers (n=300/group)

Most buyers make their purchase decision in less than one month



Time From Initial Thought to Purchase (%)

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Q. How much time passed from the time you initially started thinking about buying [...] until the time you actually purchased it? Base: Past 12-month [audio product] purchasers (n=300/group)

About CTA Research



Forecasts

CTA quantifies the size and momentum of the industry through a variety of reports, tracking sales volume and revenues for hundreds of tech products. Our reports include one- and five-year forecasts, and monthly forecast reports for select hardware categories. For more information, contact Rick Kowalski: rkowalski@CTA.tech.



Research Studies

CTA Market Research publishes consumer technology studies addressing the U.S. and international markets using the full spectrum of quantitative and qualitative techniques. Topics range from the emerging technologies to in-depth examinations of consumer behavior related to tech. For more information, contact Jessica Boothe: jboothe@CTA.tech.



Thematic Programs

CTA's Thematic Programs team provides qualitative insights and subject matter expertise on the overarching themes and trends in innovation that shape and define the technology industry. CTA partners with Nasdaq in the development, maintenance and licensing of thematic stock indexes. For more information on the indexes or the latest innovation trends, contact Brian Comiskey: bcomiskey@CTA.tech.



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