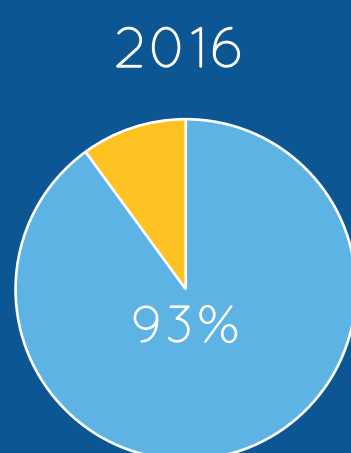
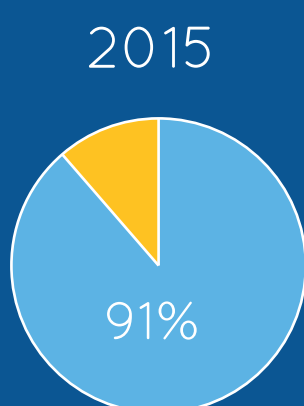
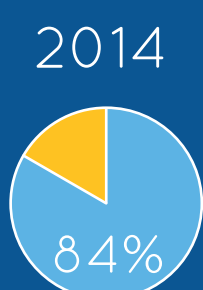
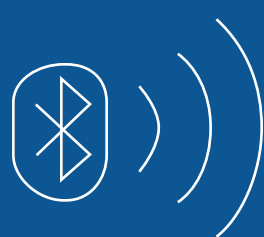


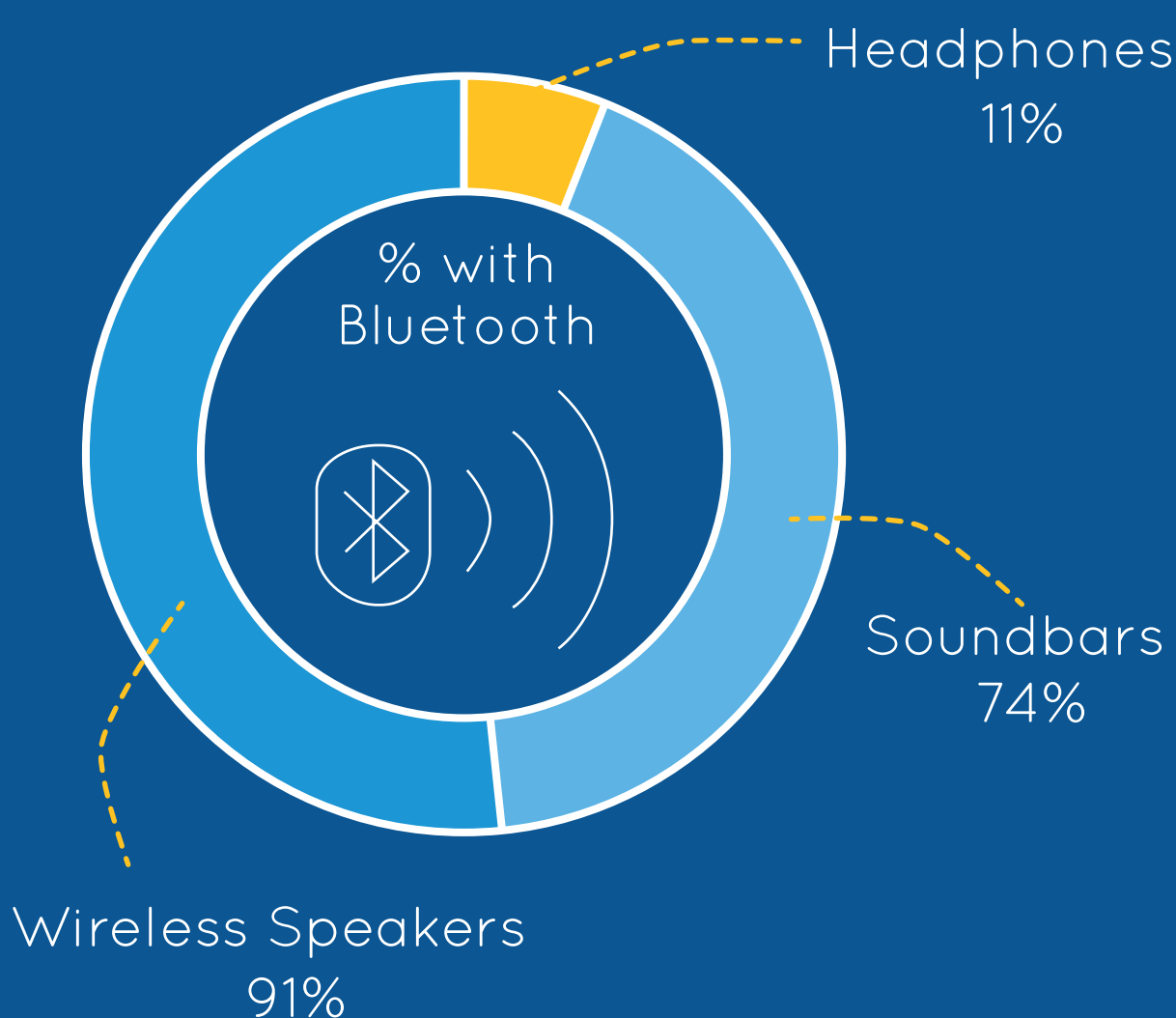
Worldwide Wireless Speaker Market: Bluetooth



*49% of iPhone users and 31% of Android users use their Smartphone or Tablet to playout music to another device.

Smartphone penetration is rising (3.1bn smartphone owners worldwide in 2015 and onto 4.6bn in 2019) and owners increasingly use them for music listening. This is driving demand for Bluetooth audio products.

% of Audio Devices that Use Bluetooth (2015 Share of Unit Shipments)



Bluetooth Audio Devices Growth Rates (2015)



68%



63%



45%

* Taken from our latest 'Living with Digital' study.

The above extracts are taken from the latest home audio report. This report provides an updated outlook for the worldwide Home Audio Market. It includes market estimates for 2015 and an outlook of key developments during 2015. For more information, please get in touch with Leon Morris via leon.morris@futuresource-hq.com.