

Professional Audio Suite of Services

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B2B SERVICE OVERVIEW

We provide a wide range of specialist intelligence reports and ongoing personal debriefs to support B2B technology businesses with their decision-making. All services are tailored to the needs of our clients and designed to deliver the best possible results.

PROFESSIONAL DISPLAYS	PROFESSIONAL VIDEO	PROFESSIONAL AUDIO	COLLABORATION TECHNOLOGY	EDUCATION TECHNOLOGY	VERTICAL MARKETS
- Large Format Displays: • Front Projectors • LCD Displays • LED Displays • MicroLED Displays • Interactive Displays • Collaboration Displays - Digital Signage - LED Processors - Media Servers - Video Wall Displays - Video Wall Controllers - Virtual Production & XR Pro Display Surveys: • Enterprise AV Decision Maker • Evolution of Work Survey	- Professional Camcorders: • DSLR & Mirrorless Cameras • Digital Cinema Cameras • PTZ Cameras • System & Box Cameras - Saas & Cloud - Production Switchers - Media Servers - Virtual Production & XR Pro Broadcast Surveys: • Content Creator	- Audio Over IP - Digital Signal Processors - Immersive Audio - Power Amplifiers - Pro Headphones - Pro Loudspeakers - Pro Microphones - Pro Mixers & Consoles - Verticals • Installed Commercial • Installed Leisure • Touring & Rental • Portable Sound Pro Audio Surveys: • Content Creator	- Video Conferencing • 360 Degree Cameras • Conferencing Cameras • PTZ Cameras • UC&C Platforms • Video Bars - Audio Conferencing • Conferencing Phones • Meeting Microphones • Office Headsets • Speaker Phones - Wireless Presentation Solutions - Wireless Conferencing Collaboration Surveys: • Enterprise AV Decision Maker • Evolution of Work Survey	- Personal Computing - Desktop Computing - BYOD - AI in Education - Esports - Sustainability Education Surveys: - K-12 Edtech Voice • AV Devices • Computing Devices • Admin Software • Classroom Tools • Learning Outcomes • AI in Education - Higher Education - Student Journey	- Broadcast - Control Room - Corporate - Education - Esports - Government - Hospitality - House of Worship - Retail



DIRECT DATA FEEDS

Up-to-date, structured product data from vendors and distributors, split by geography, key specification, application and more.



IN-HOUSE EXPERTS

Informed regional expertise from trusted specialists. Additional strategic commentary and value-add information available through regular client debriefing sessions.



DEDICATED RESEARCH

In-depth exploration of product portfolios, industry publications and company reports. Supported by trade association insights, adjacent markets and government statistics.



INDUSTRY INTERVIEWS

Qualitative and quantitative interviews to validate our industry data and build a wider understanding of market dynamics.

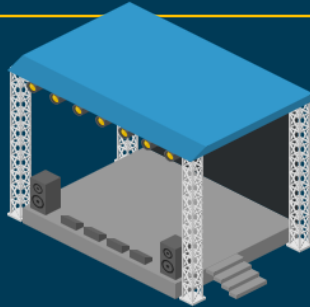


Market Reports

VERTICAL SEGMENTATION DEFINITIONS

Touring & Rental

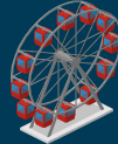
- | Touring & Concert
- | Theatre Rental
- | Events, e.g.
 - Product launches
 - Fashion shows
 - Award ceremonies
 - Sports events



Portable Sound

- | Mobile DJ
- | Weddings/Parties
- | Small Events

Installed Leisure



- | | |
|-----------------------------------|---------------------------------|
| Nightclubs/Bars | Zoos/Wildlife parks |
| Sports Stadiums | Amusement/Theme Parks |
| Arenas | Casinos |
| Gyms, Fitness and Leisure Centres | Theatre (Installations) |
| Houses of Worship | Ten Pin Bowling |
| Libraries | Live PA Equipment for Broadcast |
| Museums & Art Galleries | |

Installed Commercial & Utilities



- | | |
|-------------------------------------|-------------------------------|
| Shopping Centres/Malls | Hotels & Other Hospitality |
| Retail Stores | Hospitals & Healthcare |
| Education | Service Stations |
| Corporate | Conference/Exhibition Centres |
| Transportation, e.g. Train Stations | |
| Court rooms | |

Cinema Sound

- | Products used in cinema sound reinforcement
- | Products include screen arrays and immersive sound products, as well as DSP and amplifiers used in cinema applications.

Broadcast/Home Studio/Pro Studio

- | Radio/TV broadcasters
- | Studios
- | Home studios
- | Podcasters
- | Excludes Live Sound Systems



CONTENT CREATOR SURVEY AND MARKET REPORT

As an already fast-growing industry, the technology that supports content creators became an even more lucrative opportunity with the dynamics of the pandemic causing unprecedented growth and demand in the market. With this initial influx then the consequent subsiding of pandemic conditions, these levels of demand could not be maintained, yet the market remains poised for long term growth and opportunity. With the post pandemic environment and the impact of factors such as AI, the creator economy and changing consumer habits, existing brands and new entrants to the market require an accurate view of the market's current and future performance as well as an in-depth understanding of the end users.

This report provides a unique view on the pervasiveness of content creation, the many applications and end-user types within the market, and ultimately the opportunity for the technology that supports them. Product-level forecasts for key audio products by revenue and volume are also included. Additional data points provided will include the total sizing of the content creator population by user type and technology ownership. The expansive end-user sections will cover both audio and video market dynamics and user trends.

Key features of the report

Forecasts across products within both pro and home verticals, understanding their past & current performance and the drivers underlying positive long-term growth for these markets.

Understanding end user trends from the prevalence of content creation, including user types and demographics to investigating their purchasing habits as well as brand choice.

Highlights of technology and product trends emerging across all content creation applications.

Data Segmentation

- | **Verticals:** Professional Studio/Broadcast, Home Studio
- | **Products:** Microphones, Audio Interfaces, Mixer Consoles, Pro Headphones, Studio Monitors
- | **Brand Share:** Sennheiser, Shure, Yamaha, Røde & more
- | **Regional Analysis:** Americas, EMEA, APAC
- | **Total Addressable Market**
- | **Five-year Forecasts across all Data Points**
- | **End User Survey:** Over 16,000 responses helping determine purchasing and usage habits

Key Questions

- | What is the current level of traction of different product types and why?
- | What factors are driving long term growth in the home studio and pro studio/broadcast?
- | What key technology opportunities are emerging, making the market more accessible and driving growth in user types?
- | Which user types are seeing the strongest opportunity for growth?
- | What are the purchasing and usage habits of content creators?
- | How is Software impacting the content creation market?

PROFESSIONAL LOUDSPEAKER MARKET REPORT

The loudspeakers market has faced a host of challenges in recent years with the closing of leisure activities and public gatherings having severe consequences for market performance during the pandemic. However, verticals have moved fast towards full recovery, where the industry is set for record levels of revenue opportunity as seen by the significant success of many brands in 2023.

This report will tackle market issues in detail, at a vertical and even sub-vertical level, mapping demand and revenue expectations and the path towards long term growth.

Futuresource will discuss the successes and key trends of 2024 and map the potential and opportunities for 2025, giving in-depth analysis on technologies which will drive the industry towards long-term growth.

Key features of the report

Mapping the performance of the professional loudspeakers market, with in-depth analysis across both supply and demand topics. Delving into those sectors with expected high-levels of latent demand.

Volume and value at a vertical and sub-vertical level, identifying key areas of opportunity, across unique products and applications.

Data Segmentation

- | **Verticals:** Touring & Rental, Portable Sound, Installed Leisure, Installed Commercial & Utilities, Cinema Sound
- | Additional sub-verticals also included
- | **Products:** Studio Monitors, Column Arrays, Point Source, Line Array, Compact Systems, Cinema Sound, Flush Mount & Special Utility
- | **Brand Share:** JBL, Bose, Yamaha, QSC & more
- | **Regional Analysis:** Americas, EMEA, APAC and Key Country Splits
- | **Total Addressable Market**
- | **Five-year Forecasts across vertical**

Key Questions

- | How are key verticals and sub-verticals performing ?
- | Which emerging applications are seeing the largest growth opportunity?
- | How are peripheral technologies such as DSP and AoIP driving value?
- | What is the current level of traction of different product types and why?
- | How is 'immersive audio' impacting the loudspeaker market?

PROFESSIONAL HEADPHONES MARKET REPORT

Traditionally a mature and established market, pro headphones has been shaken up across all verticals due to the varying impacts of the pandemic. It's more important than ever for brands to monitor market trends, as the pro headphones industry exits a state of flux towards long-term growth.

The following report leverages research in all other pro audio categories as well as Futuresource's consumer audio and headphones services. Contained within this report are only those shipments of professional headphone solutions that are designed and marketed for professional monitoring and reference use, either on stage, for DJ use, for content creation use or isolation purposes. All these products are tracked by vertical, regardless of which application they are designed for.

Futuresource believes that understanding the sales performance of audio interfaces, mixing consoles and DJ decks, along with wider trends in these categories, is a critical measure in the analysis of pro headphone performance. End-user feedback will help validate attachment rate and replacement cycle calculations.

Key features of the report

Focusing on regional market dynamics, product usages and areas of opportunity, the Pro Headphones report provides a supply side market assessment segmented by 4 key product areas, by vertical.

The Content Creator end user research helps to further validate assumptions around attachment rates and replacement cycles.

Data Segmentation

- | **4 Product Areas:** Over-Ear, On-Ear, Custom IEMs, Universal IEMs, Open-Back vs Closed-Back
- | **Key Metrics:** Volume, Value and Brand Share
- | **Vertical Forecasts:** Live and Rental, Consumer Listening, Broadcast and Communication, Home Studio, Pro Studio, DJing
- | **Regional & Country-Level Coverage:** Americas, EMEA, Asia-Pacific and Key Country Splits
- | **Five-year Forecasts** across Verticals, 4 Product Areas and Regions.

Key Questions

- | What key technologies trends are driving innovation and growth?
- | What key product trends are driving growth across all 4 product areas?
- | How has the pandemic affected the traction of products across all verticals and why?
- | What products and features are end users demanding across each vertical?

PROFESSIONAL MICROPHONES MARKET REPORT

This report focuses on the Worldwide Microphone market, covering the spectrum of professional products across all key verticals and form factors, recognising vertical figures by majority-use case. Additionally, this report uses our research from the content creator report, leveraging the end user survey to understand consumers' purchasing and usage trends.

The report analyses the market in many different ways; splitting the market by form factor, wired vs. wireless, by application and by vertical to fully understand where the microphone market is heading, and under key growth opportunities.

This report provides detailed insight into current market trends across microphones adding value to all companies operating across this space, particularly given the market conditions experienced over the past few years.

Key features of the report

This report covers the entire spectrum of professional products from consumer to broadcast microphones, covering wired, wireless and IR mics

This market report shows the breakdown of 10 individual form factors, ranging from ceiling-array microphones through to USB microphones for content creation.

Data Segmentation

- | **Key Metrics:** Volume, Value, Brand Share
- | **Product:** Wired vs Wireless, Infra-red
- | **Application:** Install, Content Creation, Live
- | **Verticals:** Touring & Rental, Portable Sound, Installed Leisure, Installed Commercial & Utilities, Broadcast/Studio
- | **Brand Dynamics:** Shure, Sennheiser, Audio-Technica and more
- | **Form Factor:** Boundary, Ceiling, Gooseneck, Computer, Instrument, Mounted/Free-standing, Handheld, Headworn, Lavalier, Shotgun
- | **Regional & Country-Level Coverage:** Americas, EMEA, Asia-Pacific
- | **Five-year Forecasts Across vertical, product and form factor**

Key Questions

- | Which applications are most prevalent within each vertical given the strong growth of content creation and the return to live?
- | What is the traction of each form factor within verticals?
- | How are verticals and form factors performing given the return to leisure?
- | What are the emerging applications for microphones that are driving growth?

DSP MARKET REPORT

DSP has had a profound impact on all product categories across professional audio and is frequently featured in many of Futuresource's product reports. However, in this study, the team tackles the DSP market head-on, providing deep segmentation and detailed insights across a wide range of verticals and product segments.

Despite the pandemic having a profound impact, the subsequent years have made it clear that future growth is a reality for DSP, driven further by key innovations and vertical trends. This brand-new study will give a unique view into these market drivers, evaluating the competitive dynamics and highlighting the paths to success within the Standalone DSP market.

DSP Definition: Standalone digital signal processor products with networked or analogue professional I/O standards designed for the routing, mixing and control of audio signals. Products include fixed and configurable DSP, control systems for large establishments, as well as live sound-focused processors for loudspeaker management and a range of other tasks.

Key features of the report:

Focusing on the continued growth opportunity of both fixed and configurable independent DSP system, with product segmentation and an in-depth view on key sub-verticals.

With support from its previous Audio Over IP report and broader pro audio research, Futuresource sizes and forecasts the total opportunity for DSP systems.

Data Segmentation

- | **Product Areas:** Fixed, Configurable, Specialist, Live Immersive Sound, AoIP-Enabled Amplifiers, Networked I/O, Audio Over IP
- | **Key Metrics:** Volume, Value and Brand Share
- | **Vertical Forecasts:** Touring & Rental, Installed Commercial, Installed Leisure, Portable Sound, Cinema
- | **Brand Dynamics:** Biamp, QSC, Harman & more
- | **Regional & Country-Level Coverage:** Americas, EMEA, Asia-Pacific and Key Country Splits.
- | **Applications:** Corporate, Government, Venues and more.

Key Questions

- | How is DSP performing across key verticals with the return to leisure?
- | How is software evolving to support DSP products?
- | How is networking infrastructure affecting the DSP market?
- | What opportunity is immersive sound displaying for DSP?

PROFESSIONAL AMPLIFIERS MARKET REPORT

Historically, this sector of the professional AV industry has been lacking solid metrics and research to help underpin future investment decisions. Very little solid and independent research existed before Futuresource's unique position allowed it to build a research initiative for, and on behalf of, the professional amplifier vendor community.

This global power amplifier market report covers all verticals for professional power amplifiers, including sub-segments within touring and rental, portable sound, installed leisure, cinema sound, and installed commercial and utilities.

The report provides detailed market information that can add commercial value for any enterprise operating within the global power amplifier industry.

Key features of the report:

This report divides the Professional Power Amplifier market into product categories and applications, each with several sub-verticals.

Data points provided also include networked vs standard, number of output channels and insight on changes in the active/powered speaker market.

Data Segmentation

- | **Verticals:** Touring & Rental, Portable Sound, Installed Leisure, Cinema Sound, Installed Commercial & Utilities
- | **Key Metrics:** Volume, Value, Channel Analysis, Brand Share
- | **Product:** Wattage Bandings, Networked Vs Non-networked, Channel Count.
- | **Brand Dynamics:** Harman, RCF, QSC, Nexo & more
- | **Regional Analysis:** Americas, EMEA, Asia Pacific and Key Country Splits
- | **Total Addressable Market**
- | **Five-year Forecasts Across vertical**

Key Questions

- | What opportunity are networking and connectivity applications offering for amplifiers?
- | How are emerging sub-vertical applications bringing about growth for amplifiers?
- | What is the traction of amplifiers across key verticals looking across key product segmentation?
- | How is the prevalence of active speakers impacting amplifiers?

MIXING CONSOLE MARKET REPORT

As with many pro audio product areas, the mixer console market has experienced significant challenges in recent years. Overall, mixers were one of the worst impacted areas during the pandemic. However, there were some opportunities for the technology, especially within content creation and recovery broadcast applications. Still, the majority of positivity for mixers lays ahead, with recovery in the live sound sector expected to drive demand again to new heights.

Since Futuresource last released a report covering the area, competitive dynamics have continued to shift significantly. Rapid innovation has been driven by a handful of leading brands, and more than ever it has become essential for manufacturers to stay one step ahead.

The mixer console report will delve deeply into vertical and sub-vertical trends, providing forecasts on key technologies and applications, whilst covering innovation, feature-sets, end-user types and products in detailed commentary.

Data Segmentation

- | **Key Metrics:** Volume, Value, Vertical
- | **Product:** Digital, Analogue, Audio Over IP
- | **Application:** Touring & Rental, Installed Commercial, Installed Leisure, Home Studio, Pro Studio & Broadcast, Portable Sound
- | **Regional & Country-level Coverage:** Americas, EMEA, Asia-pacific (plus key country splits)
- | **Channel Count:** <12, 12-23, 24-47, 48-64, >64
- | **Five-year Forecasts across vertical and product**

Key Questions

- | When will the mixer console market reach full recovery?
- | What does the long-term opportunity look like by vertical?
- | What technologies will drive the mixer console market towards future growth?
- | How is the competitive landscape of the mixer consoles market changing?

VERTICAL MARKET REPORT [NEW]

Futuresource have typically analysed the market by product type – covering the loudspeaker, amplifier, mixer, headphone, microphone and DSP markets each as separate entities (with the exception of our content creator report).

Following feedback from customers and a recent boom in the convergence of brands working across multiple product domains, in 2025 we will produce a syndicated report looking at selected verticals such as: Education and Corporate.

This will enable us to delve deeper into the vertical ecosystem and further understand the product landscape within them. We will also highlight the brand share by vertical and key partners, consultants and integrators operating at each level.

We will also show the overall TAM of the vertical, mapping that against the vendor revenues, enabling us to demonstrate the untapped potential in each vertical market.

This analysis will support the decision making for customers who are looking up and down the value chain for an understand of how to best position their products in specific verticals.

Data Segmentation

- | **Key Metrics:** Volume and value by sub-vertical
- | **Product:** Loudspeakers, Amplifiers, Mixers, Microphones, DSP, Headphones.
- | **Verticals in Focus:** Touring & Rental, Installed Commercial, Installed Leisure.
- | **Regional & Country-level Coverage:** Americas, EMEA, Asia-pacific
- | **Five-year Forecasts** across vertical, sub-vertical and product

Key Questions

- | What is the structure of the vertical's ecosystem?
- | Who are the most successful brands in each vertical?
- | Which integrators and consultants operate in each subvertical?
- | What does the long-term opportunity look like by subvertical?
- | Are there any threats to the performance within each subvertical?
- | How is the competitive landscape of the vertical in question?



Market Trackers

futuresource
CONSULTING

PROFESSIONAL LOUDSPEAKER MARKET TRACKER

Futuresource is working with many of the leading brands in the industry on a quarterly loudspeaker market tracker. This runs alongside the annual report and comes in the form of a data deliverable with a wide range of specification and regional parameters on a quarterly basis.

The quarterly loudspeaker tracker is a data-set deliverable driven by model-level country-specific data direct from manufacturer.

The service offers a unique view of the global loudspeaker market performance, covering product segments and technology specifications.

Key features of the tracker:

Vertical Segmentation

Pro Loudspeaker Market - Product Analysis

Pro Loudspeaker Market Snapshot

Futuresource can also provide summary results for those brands that contribute to the quarterly tracker.

Data Segmentation

- | **Key Metrics:** Volume, Revenue, Growth, ASP
- | **Product:** Ceiling Mount, Surface Mount, Column, Packaged PA, Point Source (Powered), Point Source (Non-Powered), Line Array, Subwoofers (Powered), Subwoofers (Non-Powered), Studio Monitor
- | **Specifications:** Low-Frequency Driver Size, Max SPL, Peak Power
- | **Regional & Country-Level Coverage:** All major countries and regions – over 50 countries in total
- | **Quarterly Deliverable:** Excel or Portal Delivery

Key Questions

- | How has the market for loudspeakers progressed over time?
- | Which product category has experienced rapid growth and has a long-term growth potential?
- | How has the cost of a specific models evolved over the past five years?
- | What is a country's value and volume breakdown for a certain product type?



End User Reports



CONTENT CREATOR SURVEY AND MARKET REPORT

As an already fast-growing industry, the technology that supports content creators has become an even more lucrative opportunity with the impacts of the pandemic causing phenomenal growth in the market. Brands and new entrants to the market require a deep understanding of the end user, as well as an accurate view on the market's current and future success.

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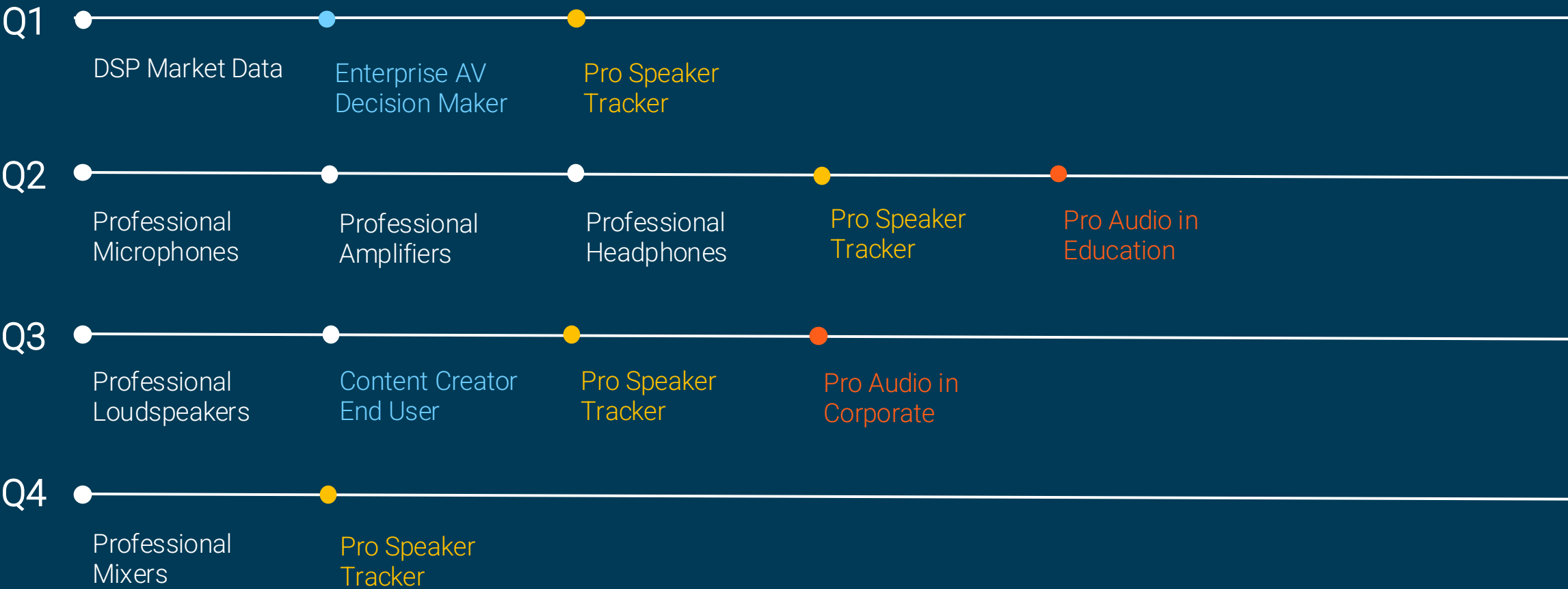


Product & Services

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PRO AUDIO | PUBLICATION SNAPSHOT



SERVICE OVERVIEW

OVERVIEW

- | Founded from a rich history of research across consumer audio and Pro AV, this service now provides a range of vertical and product market reports spanning the entire breadth of the pro audio industry.
- | Futuresource originally identified 5 key pro audio product areas to focus on: Loudspeakers, Microphones, Mixing Consoles, Amplifiers and Headphones. Home Studio and Pro Studio, Audio Interfaces, DSP, Audio Conferencing and Networked Audio have also become key areas of research as the service has developed. With help from brands across the industry, Futuresource now produces a quarterly pro loudspeaker market tracker, allowing detailed analysis of product category performance by country.

AT A GLANCE

- | Innovative solutions presented with strategic Analyst commentary and value-add information
- | Barriers and Drivers of various technology trends across the audio sector
- | Regional and Country-Level reporting & analysis of market size by volume and value
- | 5-Year Industry Forecasts with key technology adoption metrics and growth prospects

KEY DELIVERABLES

Comprehensive PDF report with commentary, insights, data sets and charts

Granular Excel data sheets with market metrics

Analyst helpline and regular onsite/online debriefs

OUR METHODOLOGIES

Futuresource carry out a number of mixed methodology programmes with a heavy focus on quantitative data, in order to provide a trusted, 360-degree view of each industry. From bespoke custom projects through to multi-client subscription services, our expert market analysts work side-by-side with the quantitative research team to deliver actionable insights, underpinned by a range of stringent methodologies.

Consumer Research

Quant / qual data:

- Online surveys
- Telephone surveys
- Focus groups
- Diary Studies



Price / Stock Tracking

- Data cubes
- Data programming



Industry Research

Primary & secondary research:

- Expert interviews
- Direct data feeds from vendors
- Trade associations
- Government statistics



END USER REPORTS

Living with Digital

Kids Tech

Audio Tech Lifestyles

Smart Home

Shopper Journey

Enterprise AV Decision Maker

Evolution of Work Survey

Content Creator

Higher Education Survey

Bring-Your-Own-Device

Esports

Ed Tech Voice Programs

*AV Devices, Computing Devices, Administrative
Software, Classroom & Assessment Tools*

OUR USP'S IN CONSUMER RESEARCH



With over 30 years in the market research space, Futuresource Consulting's diverse team of expert analysts offer a deep understanding of international & local nuances.



We combine rich industry perspectives with consumer research to deliver a holistic view of the sectors we cover - aligning our market expertise with quant & qual methodology



We have extensive experience of custom research on behalf of leading global players across all key sectors, including consumer electronics, entertainment, education technology & the professional AV industry.



Our reputable international panel providers across online & mobile have been extensively verified and profiled to ensure the highest level of provision and reliability.



Outside of our syndicated end user reports, we offer a flexible approach to delivering the level of insights best suited to your business needs.

Can't find the market insights you're after? Work with us to build a bespoke research project tailored to your specific needs.

Our custom projects provide meaningful and actionable insights, through a blend of the methodological expertise of our quantitative research team, the industry expertise of our analysts, and our existing industry data.

[CONTACT US](#)

Futuresource Consulting is a market research consulting company that provides a range of specialist intelligence reports and ongoing personal debriefs to support with business decision-making. We pride ourselves on delivering fact-based insights and market forecasts on a global scale – advising on strategic positioning, identifying key trends, analysing competitors, and underpinning major technological developments.

A close-up shot of a black and silver speaker on a wooden surface.

Audio

A man in a suit presenting to a group in a modern office with large windows.

Collaboration

A close-up of a person's wrist wearing a black smartwatch.

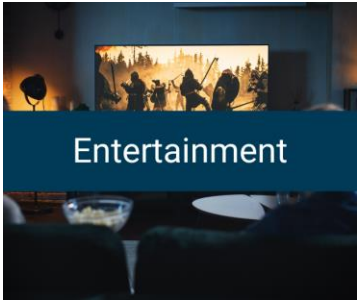
Consumer Electronics

A close-up of a colorful, textured microchip or circuit board.

Displays

A woman on a video call screen with a laptop and books in the foreground.

Education

A movie theater with a large screen showing a scene from a film.

Entertainment

A professional video camera on a tripod in a dimly lit studio.

Media Technology

A close-up of a circuit board with various electronic components.

Storage Media

[ENQUIRE HERE](#)

OUR EXPERTISE

- | Full service end-to-end research capabilities
- | Global market coverage based on informed local expertise
- | Delivering excellence for over 30 years
- | Leading-edge data delivery and analysis
- | Unrivalled client list, maintained through client-centred service approach

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ABOUT FUTURESOURCE EMPOWERING BRANDS FOR OVER 35 YEARS

For over 35 years, global technology and media powerhouses have trusted Futuresource to deliver unrivalled data, consumer insights, and industry expertise, creating perspectives that drive business acceleration.

STRENGTHENING POSITION, PROFIT, PROPOSITION AND REPUTATION

We provide the data, analysis, end-user insights, and narrative that inform actionable insights, enabling our clients to lead the charge on market share, diversification, innovation, and customer experience.

INDUSTRIES

- | | |
|----------------------|------------------|
| Audio | Education |
| Collaboration | Entertainment |
| Consumer Electronics | Media Technology |
| Displays | Storage Media |

TALK TO US

Interested in learning more about how Futuresource can help your business, how you can work for us or collaborate? Get in touch!

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