Metrics Database

futuresource CONSULTING

2025

Unlock your potential with our METRICS DATABASE

RECLAIM TIME

Immediately access the latest live data to drive agile responses to market fluctuations.

MAXIMISE RESOURCES

Drill down on the metrics you need with flexible segmentation across 90+ product categories.

GAIN CLARITY

Uncover historic trends, pinpoint future growth havens, and gain clarity with the full market picture.

ECLIPSE YOUR COMPETITION

Evaluate your competitors and position yourself for success by leveraging data on 300+ brands.

Astute decision making
EMPOWERED BY DATA

Drawing upon millions of data points from across our entire product tracking portfolio to form a dynamic, exhaustive metrics database.

90+
PRODUCT TYPES

300+
UNIQUE BRANDS

18
PRODUCT CATEGORIES

AGGREGATED DATA

A 360-degree view of the technology product landscape. Gain an integrated understanding of your markets to spot trends and growth drivers as they unfold.

FLEXIBLE SEGMENTATION

Easily segment the data that matters to you. All datasets include volume, value (USD), historic and forecast data across Global, Americas, EMEA and Asia Pacific.

DYNAMIC TRACKING

Catch market evolution in real-time with our live data updates. As new figures roll in, the dataset will change, to keep your finger firmly on the pulse.

TRACKING 90+ PRODUCTS

CONSUMER CATEGORIES

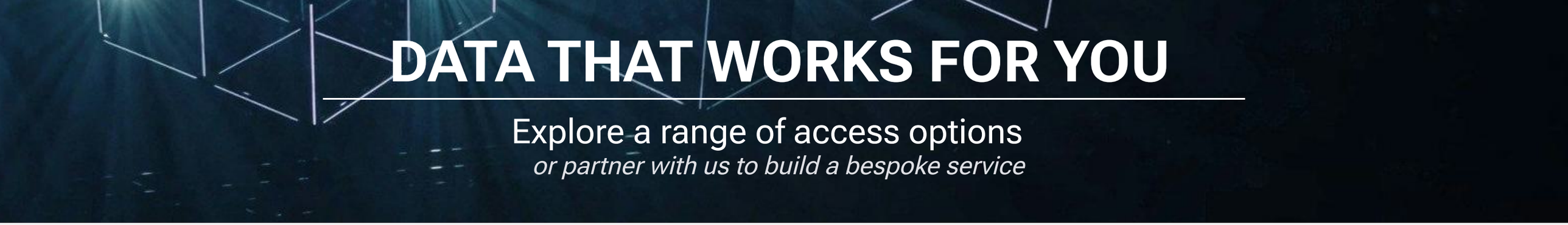
Product Category	Product Type
Ambient	AR Glasses
	Binocular VR
	Companion Devices
	Other Glasses Wearables
Audio	AV Receivers
	Bookshelf Exc Wall Mount
	Computer Aftermarket
	Floor-Standing
	Hearing Aids
	Hi-Fi Systems
	In Wall/In Ceiling
	Other Home Theatre Speakers*
	Outdoor Speakers
	PSAP
	Soundbars
	Wall-Mountable
	Wireless Speakers
Automotive	After Market
	Head Unit Integration
Gaming Accessories	Gaming Headphones
	Gaming Keyboards
	Gaming Mice
	Gaming Speakers
Home Video	Blu-ray Disc Recorders
	Blu-ray HTiB
	Blu-ray Players
	DVD HTiB
	DVD Players
	DVD Recorders

Product Category	Product Type
Imaging	Camcorder
	Compact System Camera
	Digital SLR
	Fixed Lens
Infotainment	2-in-1 Consumer
	Desktop Consumer
	Games Console
	Laptop Consumer
	Tablet
Personal Electronics	Activity Trackers
	Headphones
	Kids Watches
	Smartwatches
	Sports Watches
	Wireless Watches
Smart Home	Climate Control
	Home Appliances
	Hubs & Control Devices
	Lighting
	Smart Cameras
	Smart Detectors
	Smart Locks
	Smart Power
	Video Doorbells
Smartphone	Smartphone
Visual	Media Streamer
	STB
	TV

PROFESSIONAL CATEGORIES

Product Category	Product Type
Audio Equipment	Conferencing Phones
	DSP
	Office Based Headsets
	Power Amplifiers
	Professional Headphones
	Professional Microphones
	Professional Mixers & Console
	Professional Speakers
	Speaker Phones
Capture & Production	360 Degree Conferencing Cameras
	Box Camera
	Collaboration Bars
	Digital Cinema Cameras
	DSLR & Mirrorless Cameras
	Fixed Conferencing Cameras
	Meeting Room Microphones
	Professional Camcorders
	Professional PTZ Cameras
	PTZ Conferencing Cameras
	System Camera
	Video Production Switchers
	Video Wall Processors
	Visualisers

Product Category	Product Type
Collaboration	Wireless Conferencing
	Wireless Presentation Solutions
Enterprise	2-in-1 Professional
	Desktop Professional
	Laptop Professional
Infrastructure	AV over IP
	Matrix Switchers
Services	AV Managed Services
	UC&C Platforms
Video Displays	Commercial LCD Other
	Commercial LCD Video Wall
	DvLED
	Projection
	Rear Projection Cubes
	Team Collaboration Displays



DATA THAT WORKS FOR YOU

Explore a range of access options

or partner with us to build a bespoke service

Data across all services can be split by unit volume (where applicable), value (USD), region (Americas, APAC, EMEA), and historical & forecasted (2020-current year + 5 year forecast). Each service also includes a separate brand share dataset analysing 300+ brands, by global view only. Please enquire for a regional view.

FULL STACK

Full access to all sectors, product categories and types available.
This includes:

- Data from across consumer and professional sectors
- 18 product categories
- 95 different product types

SECTOR VIEW

Access to all product categories and types from a single sector.
This includes:

- Consumer (11 product categories & 57 product types)

or

- Professional (7 product categories & 38 product types)

CATEGORY VIEW

Access to all product types from a single category.
Select from:

- 18 product categories

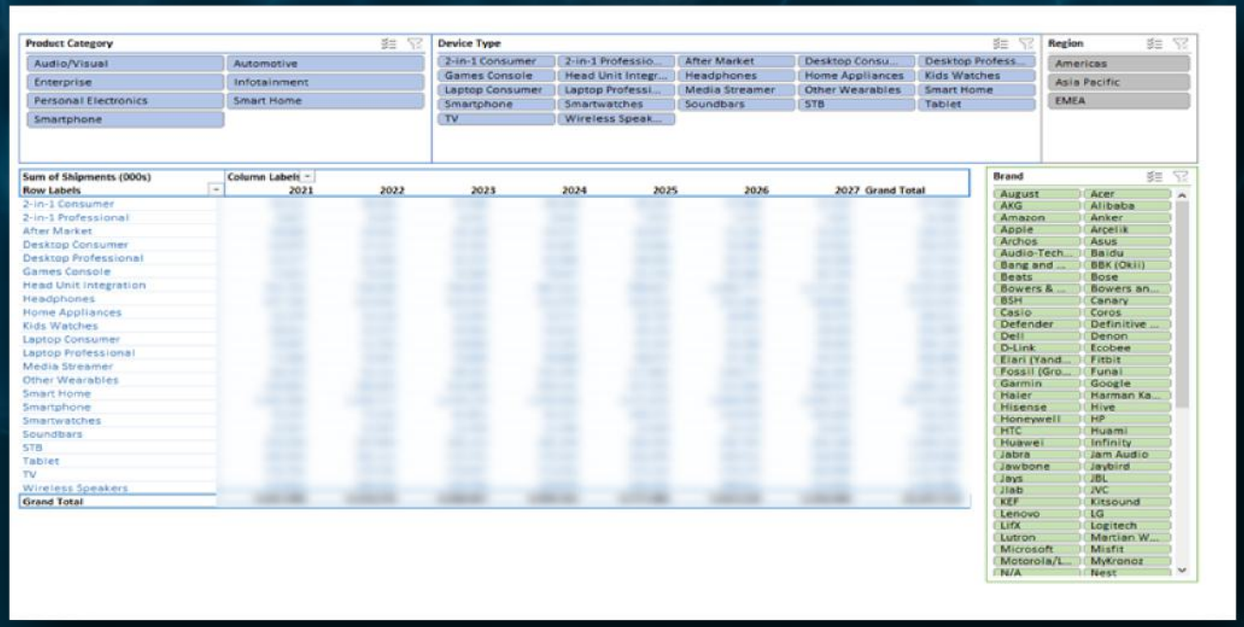
PRODUCT VIEW

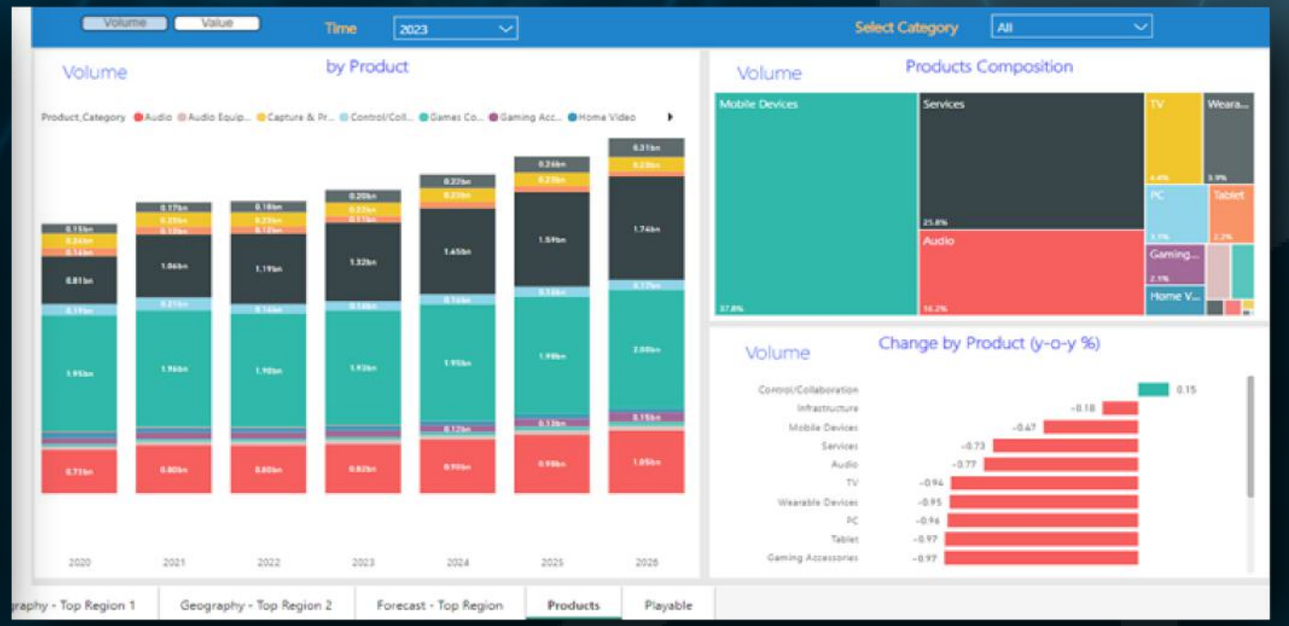
Access to all data from a single product.
Select from:

- 95 product types

Unlock your potential with
INTUITIVE DELIVERY TOOLS

- Cut and segment data easily through an intuitive user interface. Data is presented through a range of tools, including online analyzer, Excel, and Power BI.
- Drill down by category into product type, region, and years.
- Use five-year forecasts to uncover emerging trends, anticipate demand, proactively allocate resources and manage risk.
- Compare and contrast product and region performance.
- Zoom in to granular detail or think big with a macro view of the landscape.





Explore a range of additional

SERVICE OPTIONS

Tailored to meet your needs, every time. Whether it's unique data segmentation, a custom blend of products, or handpicking from our diverse categories, you can trust you're getting the tools you need.

SUPPLEMENT THE DATABASE WITH A RANGE OF SERVICES

ANALYST HELPLINE

Gain direct video access to experienced sector experts and dig deeper into purchased data points.

CUSTOMISABLE DATASETS

Customise your datasets to better meet your needs. If our standard options don't fit your requirements, our team of experts can build them to suit you.

QUALITATIVE ANALYST REPORTING

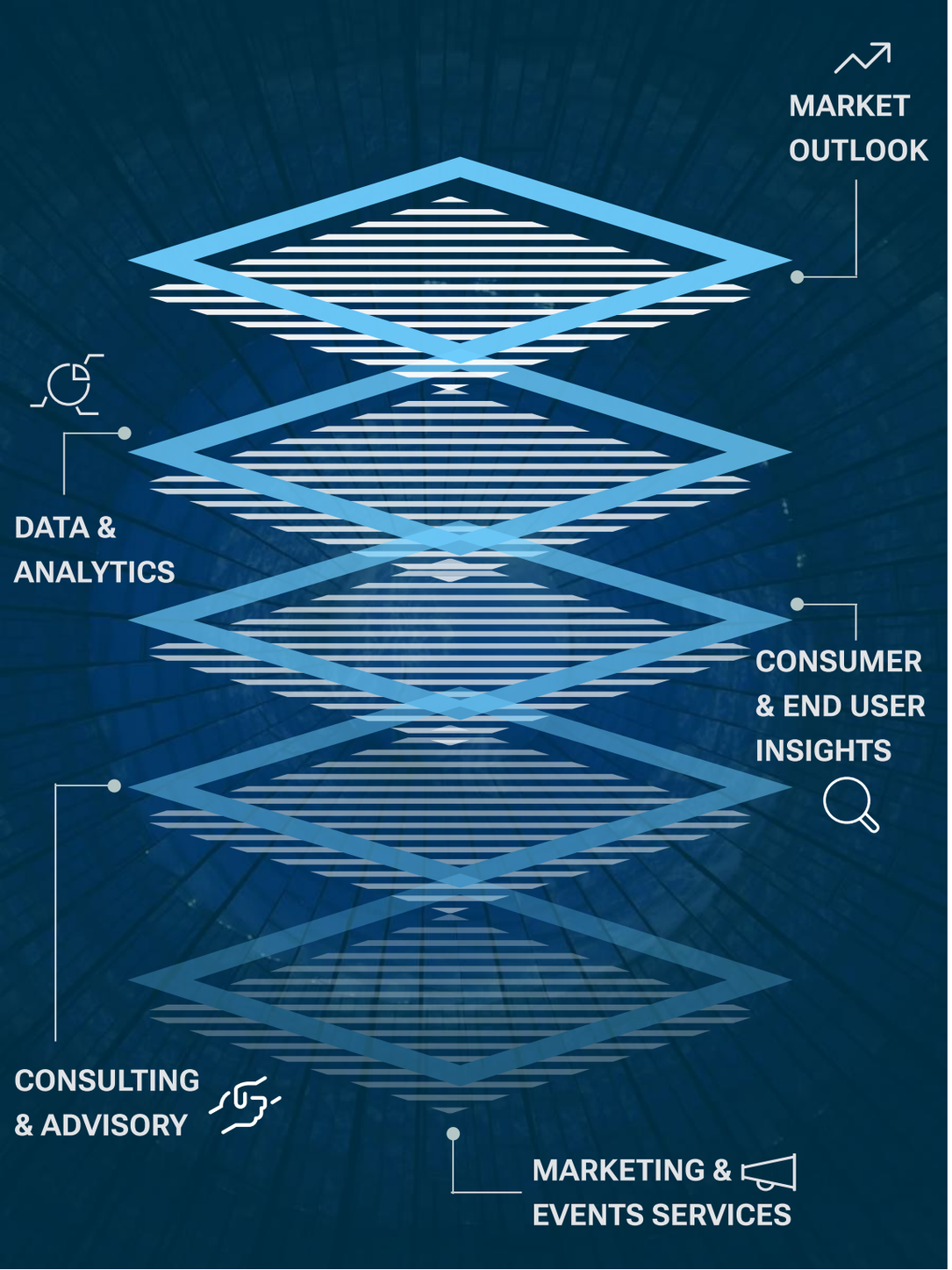
Bespoke industry reporting based on your selection of data. Navigate the underlying trends and drivers shaping your sector's future.

GUIDED WORKSHOPS

Expand and clarify your understanding in bespoke workshops with our knowledge experts.

TARGETED WHITEPAPERS

Partner with us to develop expert whitepapers that speak to your audience. Amplify your message with Futuresource's powerful data and industry insights.



Our service **STACK**

MARKET OUTLOOK

A blend of data-driven insights, market forecasting, and deep qualitative insights derived from primary research. Leveraging a vast network of supply chain contacts, the service identifies incumbent opportunities to guide strategic decisions.

DATA & ANALYTICS

500m+ data points every year, hosted across an AI-powered cloud-based platform. Through advanced data visualisation, the platform offers a wide range of services, from an easy assessment of hundreds of products in a single data set to an examination of daily pricing services.

CONSUMER & END USER INSIGHTS

Expert consumer & end user perspectives, delivered through a broad range of quantitative and qualitative methodologies. Covering the product life cycle, market understanding and opportunities, product and service development, brand tracking, campaign and comms effectiveness, and the customer experience and purchase journey.

CONSULTING & ADVISORY

Tailored solutions to solve a labyrinth of challenges. Through the ongoing support of a team of seasoned consultants and industry experts, Consulting & Advisory combines research excellence with pragmatic, real-world advisory, so clients can seize emerging opportunities and accelerate growth.

MARKETING & EVENTS SERVICES

Efficient, targeted, and impactful marketing and event solutions, backed by Futuresource's data-rich insights. Measure campaign performance, host influential events, and optimise your communications with brand perception tracking, campaign support, competitive intelligence, customer behaviour, and more.

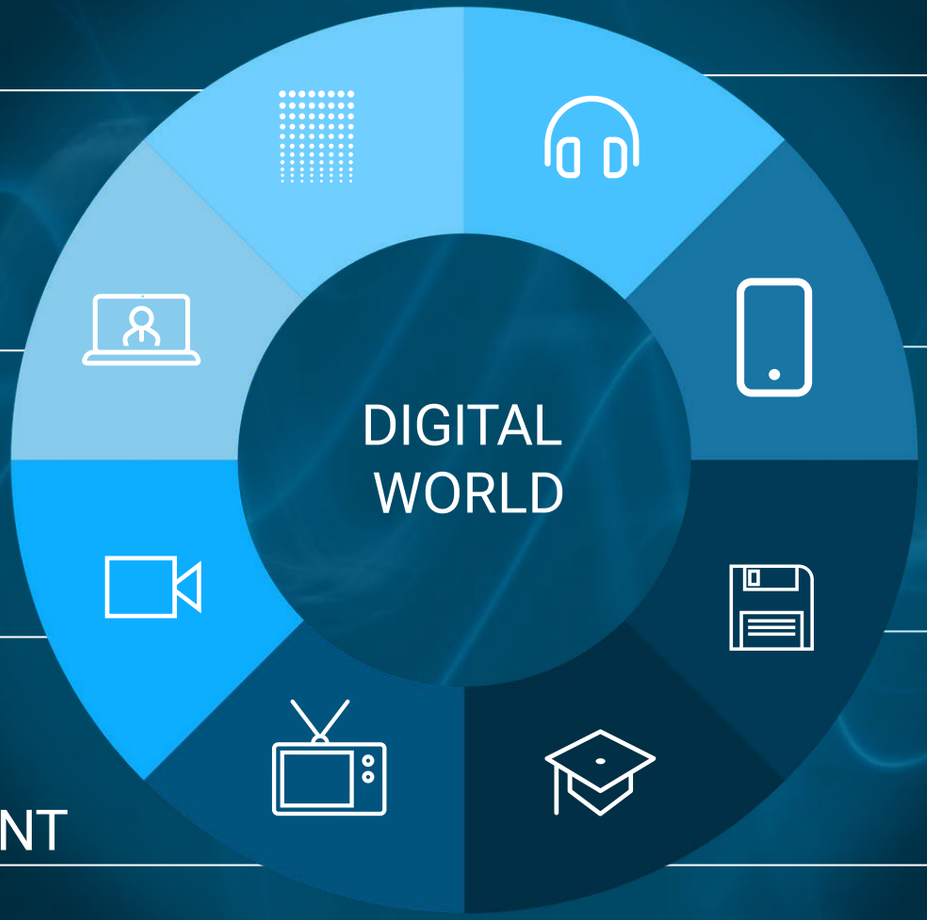
OUR INDUSTRIES

DISPLAYS

AUDIO

COLLABORATION & CONTROL

CONSUMER ELECTRONICS



MEDIA TECHNOLOGY

STORAGE MEDIA

ENTERTAINMENT

EDUCATION

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