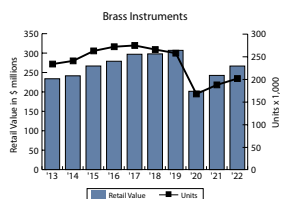


# 2023 NAMM® GLOBAL REPORT

## Providing Members with Industry Data to Guide Decision Making

### INFORM YOUR DECISIONS



The Global Report is an invaluable business tool that provides insight, analysis and actionable intelligence to help you make better business decisions and operate successfully. Inside, you'll find the status of 32 markets around the world, including an extensive section on the United States.

See a sample at [NAMM.org/global](http://NAMM.org/global) and inform your decision making.

### U.S. DATA

How do you get sales data in an industry where most of the business is done by privately held companies, and there are few, if any, reporting sources? The answer is, you spend a lot of time digging.

This snapshot of 4,800 specialized MI companies is derived from a variety of sources including import and export data as compiled by the World Trade Organization, data gleaned from regular Music Trades retail surveys, filings from the industry's 15 publicly held enterprises, association data and informed estimates.

- Comprehensive U.S. music and sound market overview
- 10 Year trend in the U.S. music industry
- Imports and exports units and values by category
- Units sold
- Total sales
- GDP
- Sales per capita

### 12 PRODUCT MARKETS

Retail Value • Market Share • Units Sold • Total Sales



#### Fretted Products and Effects

Acoustic guitars, electric guitars, ukuleles, amplifiers, strings, effects pedals and multi-effects floor processors.



#### Pianos and Organs

Acoustic grand pianos, acoustic vertical pianos, electronic player pianos, digital pianos and institutional organs.



#### School Music

Brass instruments, woodwind instrument and stringed instruments.



#### Pro Audio

Speaker enclosures, power amplifiers, mixers, cables, wireless microphones and cabled microphones.



#### Percussion

Drum kits, educational percussion, individual drums and hardware, sticks and mallets, cymbals, heads and hand percussion.



#### DJ

CD players, turntables, DJ mixers, digital DJ controllers and special effects lighting units.



#### Recording and Computer Music

Hard disk multi-track recorders, hand-held digital recorders, rack-mounted processors, computer music hardware, recording and sequencing software and plug-in software and loops.



#### Electronic Music

Keyboard synthesizers, controller keyboards, electronic pianos, rhythm machines/production centers and electronic drums.



#### Print Music

Total print music includes method books, instructional materials, popular folios and related print music products.



#### Portable Keyboard

Keyboards under \$199 and keyboards over \$199.



#### Karaoke

Karaoke machines.



#### General Accessories

Accessories include a wide variety of accessory products, including instrument care products, metronomes, tuners, polishes, reeds, stands, cases, bags, straps, lighting equipment, pickups and specialty instruments like recorders, accordions and harmonicas.

# 2023 NAMM® GLOBAL REPORT

## GLOBAL DATA

Data and commentaries in the international section are provided by associations in each country and include import, export and/or retail sales data.

## DOING BUSINESS IN 31 INTERNATIONAL MARKETS

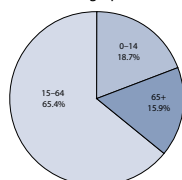
### OVERVIEW

### CHALLENGES

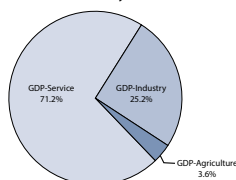
### OPPORTUNITIES

### ENTRY STRATEGIES

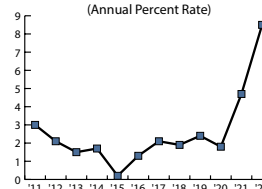
Demographics



Economy



Inflation (Annual Percent Rate)



## COUNTRY SNAPSHOT

### OVERVIEW

#### Demographics

- Population
- Median age
- Population growth

#### Economy

- GDP (PPP)
- GDP per capita
- GDP real growth rate
- Unemployment rate
- Inflation

#### Trade

- Total import and export partners Music Industry

#### Music Industry

- Music market total
- Sales per capita
- Share of the global music market

## COUNTRIES AND REGIONS/MARKETS INCLUDED:

Argentina  
 Australia  
 Austria  
 Belgium  
 Brazil  
 Canada  
 China  
 Czech Republic  
 Finland  
 France

Germany  
 Hungary  
 India  
 Italy  
 Japan  
 Luxembourg  
 Mexico  
 Netherlands  
 Norway  
 Philippines

Poland  
 Portugal  
 Russia  
 South Africa  
 South Korea  
 Spain  
 Sweden  
 Switzerland  
 Taiwan Market  
 Thailand  
 United Kingdom



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