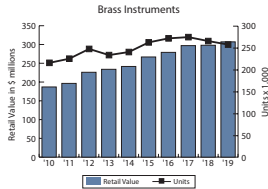




NAMM Global Report | 2020

The 2020 NAMM Global Report Provides 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 28 markets around the world, including an extensive section on the United States.

See a sample at 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 5,000 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, home organs 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.



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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 27 INTERNATIONAL MARKETS

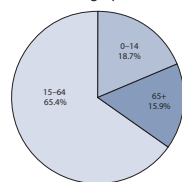
OVERVIEW

CHALLENGES

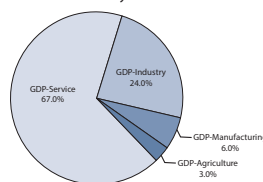
OPPORTUNITIES

ENTRY STRATEGIES

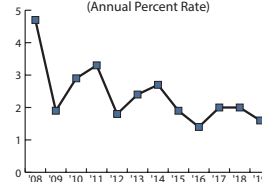
Demographics



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

Mexico

Netherlands

Norway

Philippines

Russia

South Korea

Spain

Sweden

Switzerland

Taiwan Market

Thailand

United Kingdom