

Bluetooth speakers sales on the rise

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The bluetooth speaker has been around since 1997 after being invented by dr. Jaap Haartsen who worked for the company Ericsson. It is a portable wireless speaker



that, since its invention (above, Bluetooth speakers <http://www.avancaproducts.com/en/shop/audio-devices/h1-portable-bluetooth-speaker/>) in 1997, has taken on many different forms and colours from big to small black to blue and even ones that have been adapted into watches all made by different companies. This ability to be small and portable is apparently what makes them so successful. The massive spike in sales that predicts that the industry will be worth \$7.9 billion by 2019, is believed to be caused by the convenience of them and how much easier they were to carry and move as opposed to the big and bulky speakers with wires going everywhere. The producers of these products are taking huge advantage of the spike by making more products to meet the rising demand and then turning out more profit. This massive increase in price and popularity managed to cost buyers a whopping \$4,621,440,000 in price for just 2017 alone! and that number is predicted to still rise.

Also responding to the rise in sales, other businesses are starting to produce bluetooth speakers so there is a lot of competition around but buyers tend to go for two things: portability and sound quality/volume, these two qualities are necessary to make it anywhere in the speaker economy, a list of most popular bluetooth speakers included only ones with these qualities. The above image is one example of what is considered a “good speaker” because of how small it is and the clip for

attaching it to a backpack allowing for easier portability, and after owning one i can tell you personally that they have amazing sound.

Price also plays a big role in the buyer's selection of bluetooth speaker, with some of the best speakers being worth hundreds of dollars, not many people can afford them but the really cheap ones usually break very easily, so if you want to sell a bluetooth speaker it really is a balancing act between quality and price. But the average price for a

good speaker is only around \$36.65 but that is expected to rise in 2018.



<https://khn.org/news/prices-and-health-care-quality-many-consumers-dont-see-a-link/>

Since most people want a bluetooth speaker to suit their own personal needs, bluetooth speakers have had to adapt to fit into more than one category, for example, some people like to jog and swim, so for them this bluetooth speaker would be the one, as it is both waterproof and fit into a watch so they can do both those things without having to get two different bluetooth speakers, the producers can then raise the prices of these “hybrids” so that it’s still

https://www.gearbest.com/speakers/pp_367913.html



cheaper to buy them as opposed to two seperate ones. But gets them a lot more money.

Bibliography

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