

SAR Insight & Consulting

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Pandemic Drives Sales of Speakerphones

Office speakerphones are thriving alongside the growing remote working population, according to the latest report from SAR Insight & Consulting.

“2020 saw a massive increase in the adoption of speakerphones due to the coronavirus pandemic,” the report’s author Joe Murray said. “The increase in remote working has pushed companies to purchase additional office supplies for their employees.”

According to SAR Insight & Consulting’s USB Speakerphone report, the ASP for speakerphones is rising rapidly as more expensive features are added to high-end speakerphones, such as built-in cameras, voice tracking, and voice assistants.

“This rapid increase in ASP alongside the high CAGR in units shipped has pushed the revenue from around \$200 million in 2016 to well over \$300 million in 2019,” Joe said.

The only thing that is currently standing in the way of speakerphones becoming a fundamental part of the office environment is the lack of call clarity when in crowded or busy workspaces. However, with the adoption of advanced voice algorithms, directional MEMS microphones and advanced call noise cancellation, this could soon change, solidifying speakerphones as a workplace essential item.

“Global revenue grew at a CAGR of just over 19% from 2016 to 2019,” Joe said, “and is predicted to continue growing at a rate of around 8% for the following years up until 2024.”

“There has been a steady increase in the number of microphones used per devices. This trend is predicted to continue for the foreseeable future as more microphones can increase voice coverage and can help to improve technologies such as beamforming and noise cancellation.”

These are some of the findings from ‘[USB Speakerphones](#)’ from SAR Insight & Consulting.

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Notes to editors: SAR Insight & Consulting provides detailed quantitative and qualitative research on established and emerging technology markets across multiple end applications, covering audio, voice, AI, UI, connectivity, sensors and more. www.sarinsight.com