

## SAR Insight & Consulting

*For immediate release – 7 January 2021*

### **Play to win**

**Gaming headsets that incorporate the latest USB microphones are effectively creating a new market, according to in-depth market analysis by SAR Insight & Consulting.**

The production of USB Microphones for gaming and content creation is growing as consumers appreciate the perks of having a device completely dedicated to audio capture.

Furthermore, the global pandemic has spurred numerous individuals to find new hobbies, which has increased sales of hobbyist devices and equipment.

These are some of the findings in SAR Insight & Consulting's most recent study, which takes an advanced look at: what markets are being affected by USB microphone development; which companies are affecting market growth; and how key trends are changing the outlook for microphones, gaming, and hobbyists.

"Streaming has become an increasingly popular hobby in the last five years with the creation of platforms such as Twitch, Mixer and YouTube Live," SAR analyst and the report's author Joe Murray said. "Due to this, microphones need more easy access controls resulting in an increase in the number of devices using mute buttons, gain controls and EQ switches entering the market."

Joe explained that the increased use of microphones with influencers, streaming, gaming, content creation and podcasts is changing the use of polar pattern uses and the split between USB and XLR microphone sales.

"XLR devices need an internal interface that is able to convert the data received from the microphone into something recognizable by your computer," Joe said. "However, USB microphones have this built in, meaning there is no additional equipment needed, making them ideal devices for newcomers."

"Many new players have also made their way onto the market in the last few years after seeing the potential of the hobbyist market. These include: Apogee, AKG, and RØDE among other smaller brands."

'[USB Microphones](#)' from SAR Insight & Consulting breaks down the market into its use cases and provides market forecasts alongside expert analysis into the most dominant trends.

##ENDS##

#### **For further information, please contact:**

Peter Cooney, Principal Analyst & Director, [SAR Insight & Consulting](#)

[peter@sensianresearch.com](mailto:peter@sensianresearch.com), +44 1392 580 960

**Note to editors:** SAR Insight & Consulting provides detailed quantitative and qualitative research on established and emerging technology markets across multiple end applications. [www.sarinsight.com](http://www.sarinsight.com)