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Professional vocal microphone shipments to exceed 11 million, with significant boost from home content creators

The 2020 pandemic accelerated the move to home workspaces, which encouraged huge growth in the microphone market for enterprise use cases. Additional growth in professional microphones has been fueled by home content creators, helping boost the market by nearly a third between 2019 and 2020, new research by SAR Insight & Consulting has found.

Due to the increase in studio/home recording over the past year, sales of condenser microphones increased by 26% between 2019 and 2020. This is a figure from SAR's latest study, 'Professional Microphones'.

"USB microphones currently stand as the biggest rival to professional microphones. This is due to the growing number of streamers and home content creators entering the market, who are looking for ease of use and cost effectiveness," the report's author Joe Murray said. "Growth in home offices, webinars and microphones for enterprise use has resulted in additional demand."

Shure has the largest market share at 18% with arguably the most popular microphone of all time, the SM58, which is still going strong. AKG has the second largest market share at 16% and has produced some very well-rounded drum microphones that have been used for decades.

"Sennheiser has the third largest market share at 15%," Murray said. "All of the companies mentioned are XLR microphone brands but have since started producing Wireless and USB microphones to keep up with the current trends."

Despite competition from USB microphones, the market will continue to grow at a stable rate. CAGR between 2016 and 2019 is 4%. This is expected to continue in the following years, reaching over 11.5 million units shipped in 2026.

Wireless microphones have been capturing more and more of the market in recent years due to improved capabilities, ease of use at live events, as well as a growth in remote news reporting. Ribbon microphones—the most expensive type of microphones—have been dying out due to the closure of high-budget studios across the globe. Many artists are now moving to home studios.

'Professional Microphones' from SAR Insight and Consulting contain in-depth analysis of the professional microphone market. The study is published as part of its Audio Signal Chain service.

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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