



Virtual edition

## Il mercato dell'installazione dopo l'emergenza Nuovi scenari e opportunità

Sabato 19 settembre 2020

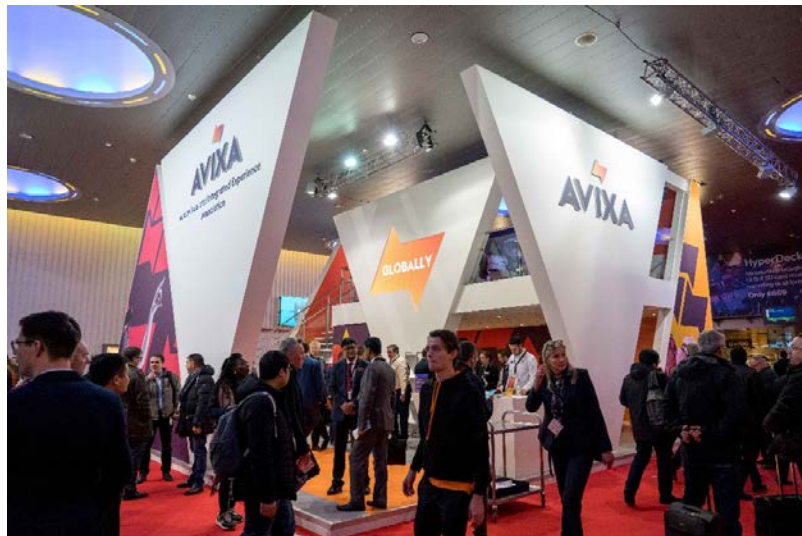


## **Lo sviluppo del mondo Audio Video: allestire spazi per operare a distanza**



**Valeria Rapa**  
**Program Coordinator, Europe**  
**AVIXA**

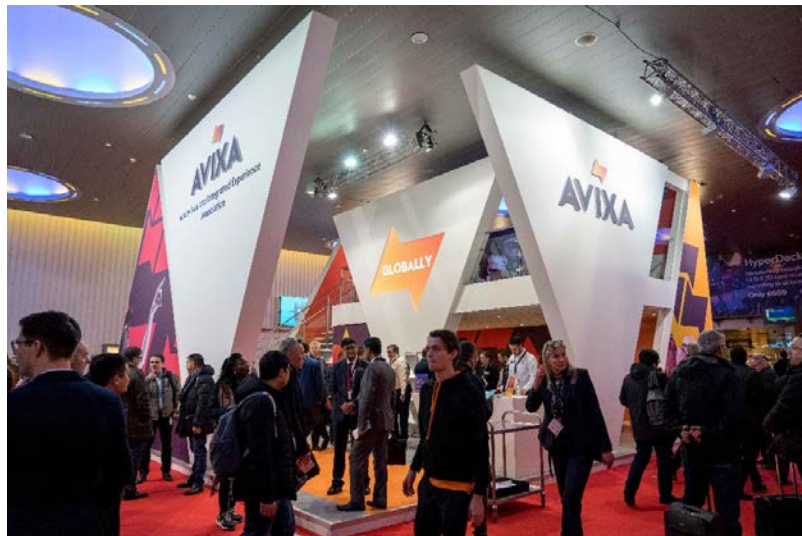
## CHI SIAMO



- AVIXA è la **associazione di categoria** internazionale per il settore **audiovideo** e organizzazione **no profit**
- Fondata nel 1939, oggi conta più di 11.400 associati tra singoli e aziende, in oltre 80 paesi in tutto il mondo
- Produttori dello show **InfoComm** e partner dell'**Integrated Systems Europe (ISE)**



## COSA OFFRIAMO



- La nostra **mission** come **organizzazione non profit**: supportare l'industria AV per far crescere il settore, creando un network tra professionisti.
- **Certificazioni CTS** (ISO/IEC 17024)
- **Standard e norme per il settore AV**
- Corsi online, onsite e seminari per **formazione** e **aggiornamento professionale**
- **Analisi di mercato**



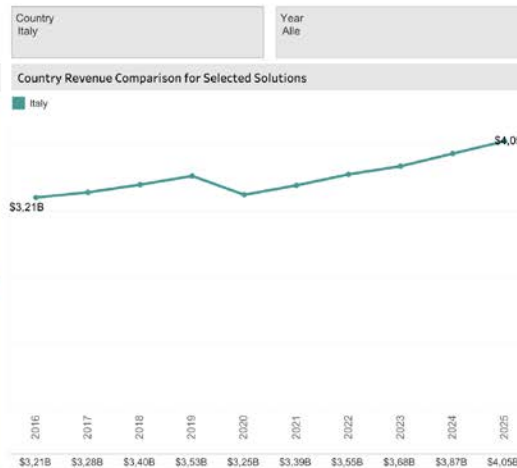
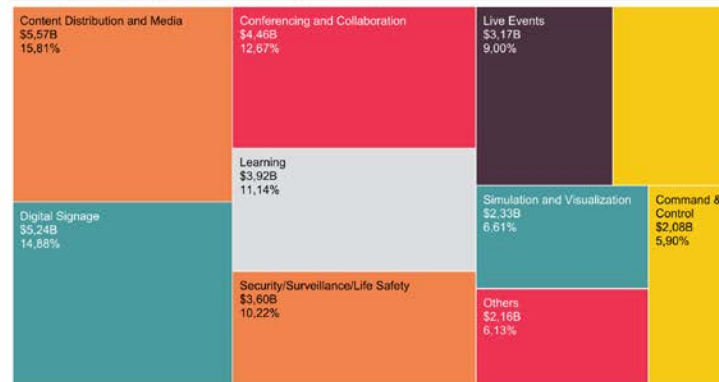
# Il mercato dell'installazione dopo l'emergenza

## Nuovi scenari e opportuni



### IOTA Solutions by Country

Solutions by Country Comp ( Click squares to filter. )



### Solution Product Contribution

Segment	Product	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Audio Equipment	Audio Conferencing Systems (Hardwar...	\$20.0M	\$19.2M	\$20.3M	\$19.6M	\$15.8M	\$17.0M	\$15.8M	\$14.0M	\$13.6M	\$11.5M
	Digital Signal Processors	\$1.9M	\$1.7M	\$1.6M	\$1.5M	\$1.1M	\$1.2M	\$1.2M	\$1.1M	\$1.0M	\$0.8M
	Headphones, Headsets & Earsets	\$25.9M	\$26.7M	\$27.4M	\$28.4M	\$22.3M	\$27.0M	\$28.2M	\$29.3M	\$30.8M	\$32.1M
	Microphones (Wired and Wireless)	\$13.6M	\$13.3M	\$12.9M	\$12.8M	\$9.4M	\$11.1M	\$11.2M	\$11.2M	\$11.2M	\$11.2M
	Other Audio Equipment	\$10.9M	\$12.1M	\$11.3M	\$11.3M	\$10.9M	\$9.5M	\$9.7M	\$9.8M	\$10.0M	\$10.2M
	Speakers	\$12.8M	\$13.8M	\$13.1M	\$13.4M	\$10.5M	\$11.9M	\$12.2M	\$12.4M	\$12.4M	\$12.4M
Capture & Production Equipment	Cameras (Conferencing/Surveillance)	\$42.6M	\$40.6M	\$44.8M	\$48.3M	\$51.3M	\$56.0M	\$59.5M	\$61.6M	\$63.3M	\$62.9M
	Cameras (Video Production/Recording)	\$198.6M	\$190.7M	\$190.4M	\$189.7M	\$175.7M	\$176.9M	\$178.7M	\$181.2M	\$182.3M	\$185.9M
	Other Capture & Production Equipment	\$102.4M	\$102.2M	\$98.9M	\$101.5M	\$92.3M	\$91.6M	\$91.6M	\$91.3M	\$90.5M	\$90.7M
	Video Conferencing Systems (Hardwar...	\$37.4M	\$37.2M	\$41.2M	\$35.9M	\$36.7M	\$35.5M	\$33.9M	\$32.2M	\$30.3M	\$28.2M
Control	Control Systems	\$257.1M	\$274.7M	\$287.6M	\$305.0M	\$290.4M	\$329.2M	\$367.8M	\$395.6M	\$427.4M	\$463.7M
	Presentation/Collaboration Hardware	\$13.0M	\$13.0M	\$13.5M	\$14.0M	\$13.6M	\$13.5M	\$13.9M	\$14.2M	\$14.5M	\$14.8M
Environmental	Lighting Fixtures (Including installed an...	\$29.5M	\$31.4M	\$33.8M	\$36.3M	\$29.9M	\$27.4M	\$27.8M	\$28.2M	\$28.6M	\$29.0M
	Other Environmental	\$13.5M	\$13.7M	\$13.8M	\$15.2M	\$12.9M	\$13.1M	\$13.3M	\$13.6M	\$13.8M	\$14.3M
Infrastructure	Mounts, Stands & Lifts	\$9.8M	\$9.9M	\$11.6M	\$12.9M	\$11.6M	\$12.1M	\$12.7M	\$13.4M	\$14.1M	\$15.0M

CAGR%

(2016-2019)

3.27%

CAGR%

(2020-2025)

4.54%

CAGR%

(2016-2025)

2.64%

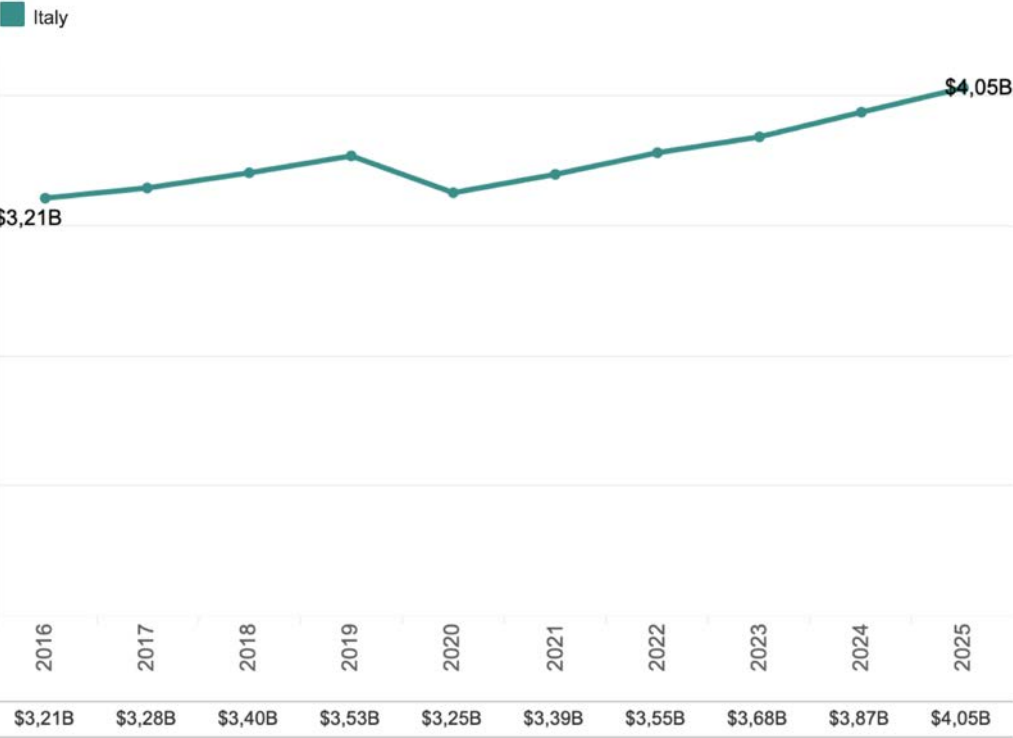


# Il mercato dell'installazione dopo l'emergenza

## Nuovi scenari e opportuni



Country Revenue Comparison for Selected Solutions



**CAGR: grow of 4.5%  
for the next 5 years**





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**GRAZIE!**

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