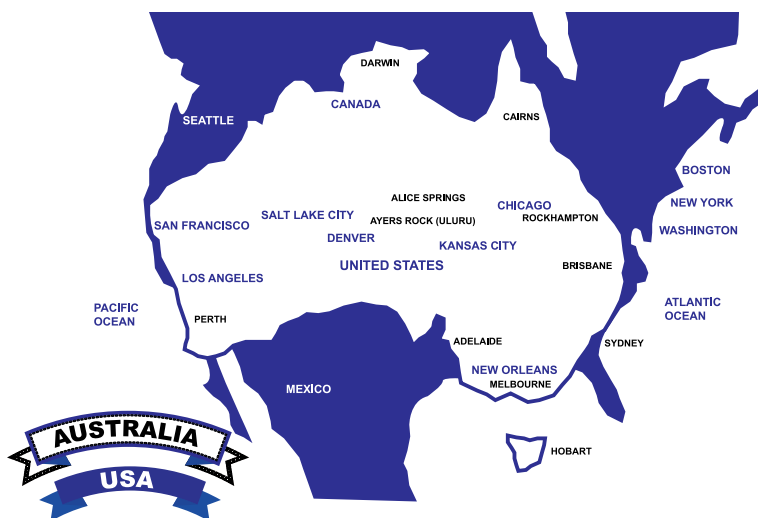


AUSTRALIAN MUSIC PRODUCTS MARKET

Snapshot June 2019



Australia's Economy - 12th-largest global economy with a GDP of US \$1.25 trillion and a per capita GDP of US \$50,400 in 2019.

2019 Economic Growth 2.8%



Population 24 million



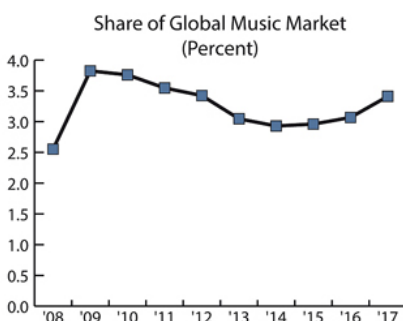
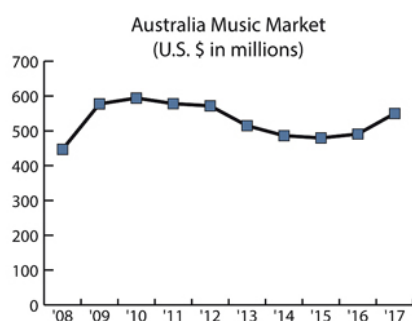
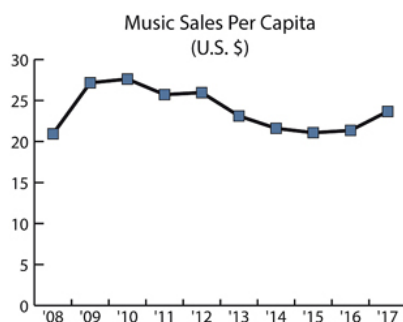
Australian \$ =
\$US 0.70c
at 1 January 2019



Music Products Market Size in 2019 \$US549 million. 400 + Music Retail Stores

Music Market	\$549.8 million
Sales Per Capita	\$23.66
Global Share	3.41%

Data received from the AMA was in Australian dollars and converted to U.S. dollars for this report.



Units Imported by Key Segment

Segment	June 2019	June 2018
Digital Pianos	31,679	32,194
Portable Keys	82,573	63,840
Upright Pianos	5,199	5,036
Grand Pianos	1,149	938
Acoustic Guitars	168,125	155,718
Electric Guitars	69,273	44,447
Bass Guitars	17,652	13,776
Guitar/Bass Amps	98,468	76,988
School Market	211,467	253,312
Inc Band, Strings, Orch & other woodwind		
Drumkits	7,863	6,719
Inv Drums	69,572	83,162
Cymbals	14,799	16,640
Other/Edu Percussion	355,557	307,927
Sound & Recording inc Speakers, Mixers Processors, Amps	245,810	239,584
Mics/Stands	159,267	153,333
Synthesisers	8,727	7,223
Other Electronics inc e-drums, FX, modules, software, DJ	72,508	73,705

*Source NAMM Global Report 2019

*Australian Music Association
Australian Bureau of Statistics 2019

Music Products Category Share By Value



Audio -
Recording
27.5%



Fretted
23%



School Market
8%



Percussion
4%



Pianos -
Keyboards
21.5%



Electronic
Instruments
7%



Gen Accessories
9%



Our Mission | To be the voice of the music products industry and grow music making in Australia

Producing;

- Melbourne Guitar Show
- Australian Musician Magazine online
- Make Music Day Australia

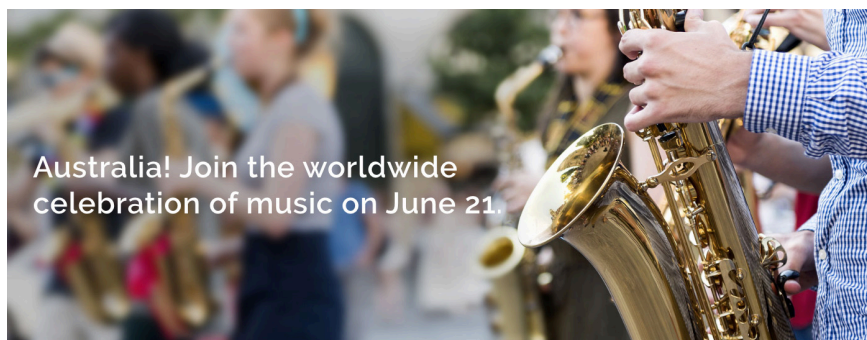


The annual **Melbourne Guitar Show** is dedicated to showcasing the best brands of guitar with a monster exhibition of electric and acoustic instruments, FX and amps, along with all their associated technologies and published materials, featuring performances and workshops from many of our finest musicians.

<https://www.australianmusician.com.au/melbourne-guitar-show/>



Australian Musician The Industry's online channel | promoting the music products industry. Presenting and promoting quality events | Serving the end-user and the Industry in providing the latest products news from members and Promoting the people who play our products – the musicians of Australia.
<https://www.australianmusician.com.au/>



Australia! Join the worldwide celebration of music on June 21.



Make Music Day is a day of music open to all in the streets, businesses, parks, and wherever people feel like playing or listening. Make Music Australia joins other events worldwide as communities come together in celebration of music making <https://makemusicaustralia.org.au/>



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