nimans

Market Insights 2023

Meeting Room Systems

Sponsored by Yealink

Contents

Executive Summary

Nimans, a leading provider of meeting room systems, conducted a survey, sponsored by Yealink, of the UK reseller channel to gain insights into the current state of the meeting room market and the factors driving growth.

The majority of respondents (65.6%) saw growth in the meeting room systems market in 2023 compared with 2022, with 17.2% reporting significant growth.

Key factors driving growth include the increasing adoption of collaboration solutions, the growing popularity of easy-to-use meeting room technology, and the continued trend towards hybrid working.

Despite these positive trends, the market faces challenges such as financial uncertainty, over-saturation of similar products, over-supply of office space, and industry staff shortages. Resellers are optimistic about the future of the market but recognize the need to address these challenges.

Introduction

The meeting room systems market has experienced significant growth in recent years, driven by the increasing need for effective collaboration tools and the shift towards hybrid working models.

In June 2023 Nimans conducted a survey of the UK reseller channel to better understand the current state of the market, the factors driving growth, and the challenges that need to be addressed.

This report presents the key findings of the survey and provides insights into the future of the meeting room systems market.

Market Growth and Key Drivers

The survey results indicate that the meeting room systems market is in a healthy state of growth, with

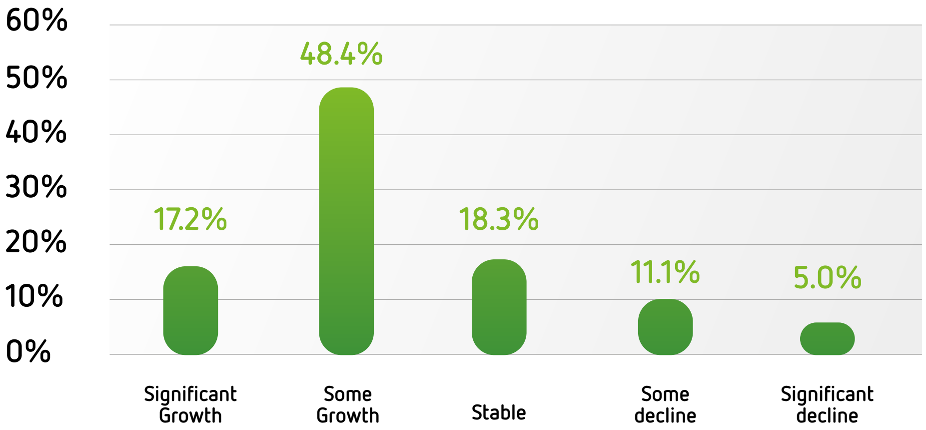
65.6% of respondents reporting growth in 2023 compared to 2022.

17.2% reported significant growth

18.3% reported stable market performance compared with 2022

> **The meeting rooms systems market is currently growing really strongly, but for how long?**
> Will there be a saturation point when most rooms have equipment and the market plateaus to a replacement cycle?

Meeting Room Systems Market Growth

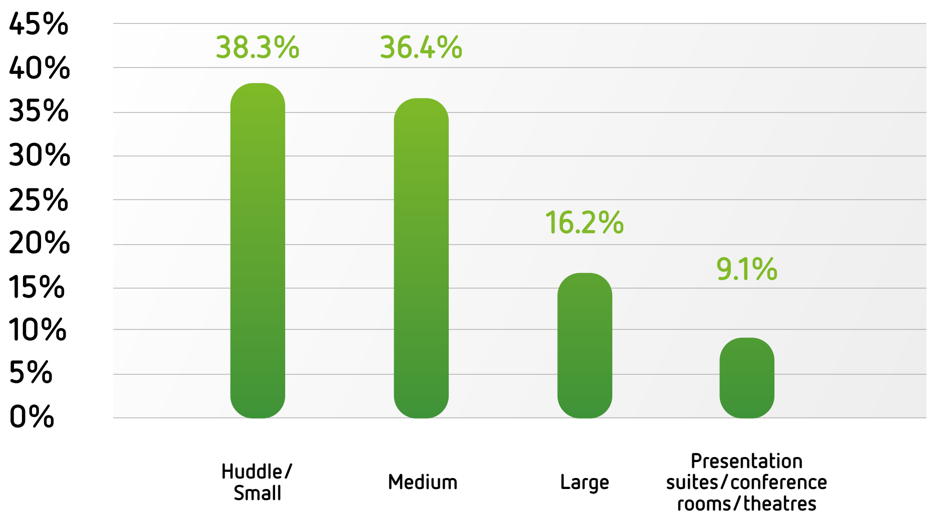


The three main factors driving this growth are:

1. The increasing adoption of collaboration solutions, such as Microsoft Teams
2. The growing popularity of easy-to-use meeting room technology
3. The continued trend towards hybrid working

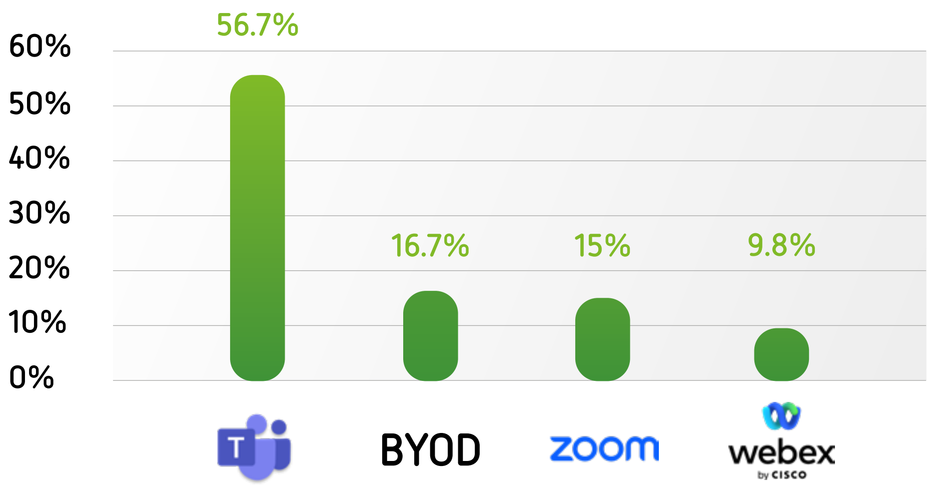
These factors have led to increased demand for innovative meeting room technology, particularly in small and medium-sized meeting rooms, with four times as many resellers reported receiving requests for Microsoft Teams compared to Zoom.

Meeting Room Size



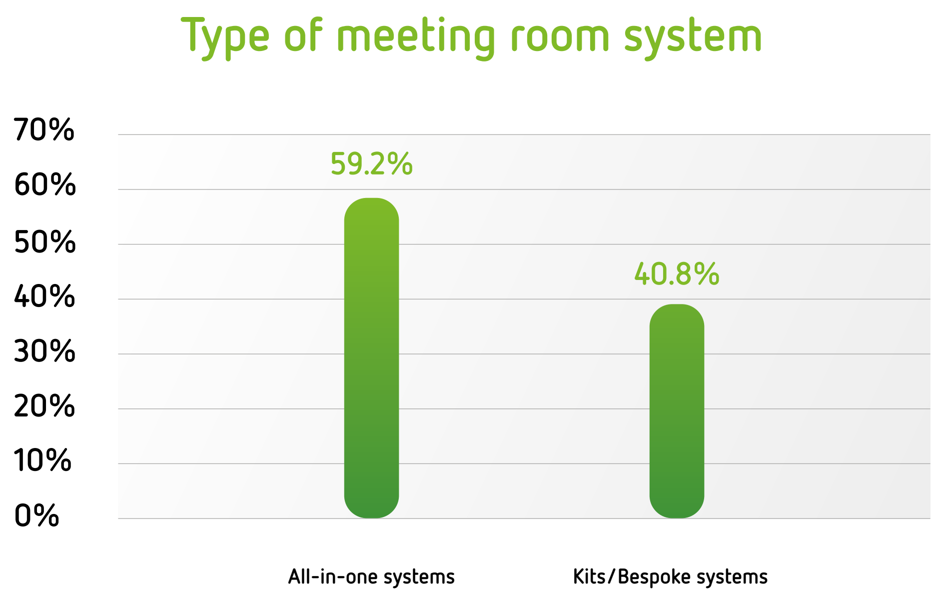
Is Teams lead unassailable?

Collaboration systems most requested



Product Preferences and Leading Brands

All-in-one meeting systems were slightly more popular among resellers, with 59.2% of respondents preferring these systems over kits or bespoke systems. Although a relatively new development in the market, this preference can be attributed to the ease of use, ease of installation and streamlined functionality of all-in-one systems.



Resellers reported 14 different major brands of meeting room systems that either they recommended, or customers requested.

1st Yealink

2nd poly

3rd Jabra GN

In terms of brand preferences, **Yealink, Poly,** and **Jabra** emerged as the leading brands mentioned, these brands have established themselves as reliable providers of high-quality meeting room systems, contributing to their popularity in the market.

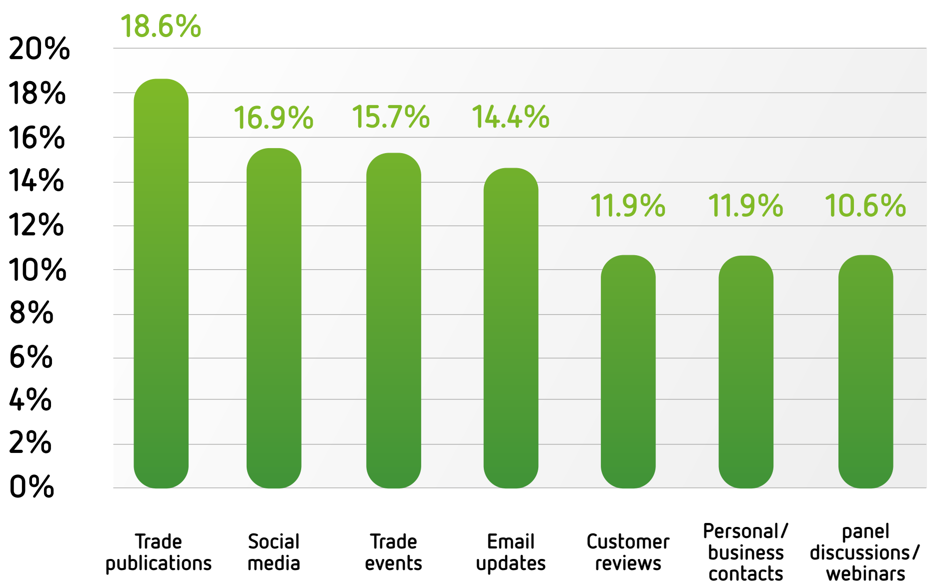
There was a large spread across the other brands mentioned.

Can the market sustain such a large set of suppliers of similar products? It will be seen in the coming years whether there will be consolidation or whether growth of the overall market will be able to support all entrants into the market.

Market Information Sources
With a fast-moving market, where technologies and suppliers change rapidly, and new offerings are brought to market almost daily, resellers were asked how they try to stay updated on the latest developments, and which methods they use for obtaining information?

Trade publications are valued as a trusted source of info

Sources of information

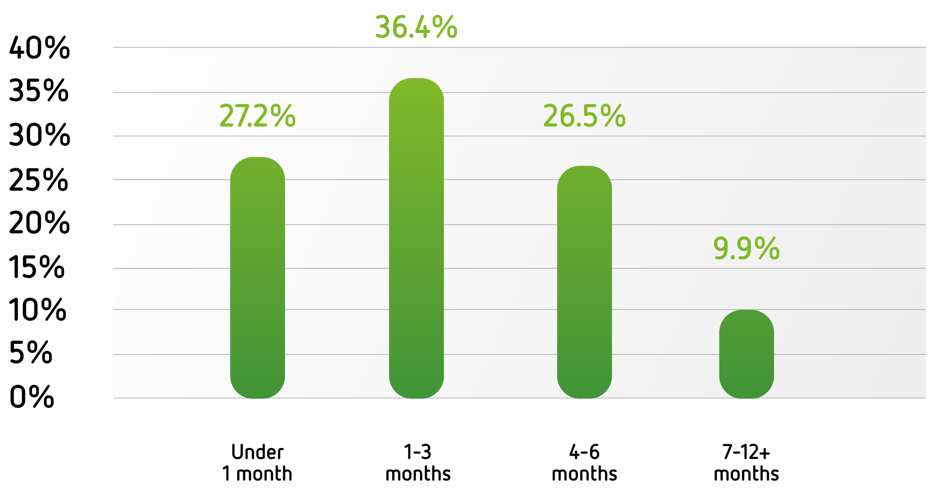


Project Durations

Resellers were asked about the typical sales cycle length of a meeting room systems project, from initial query, demo, tender, purchase, install. They reported that it was not unusual for projects to take up to 6 months.

Meeting room projects can take months to come to fruition

Sales cycle length



Meeting Room Screens

Meeting rooms systems usually require a large screen, so we asked resellers about the split of projectsthey see requiring new screens vs using existing screens.

They reported:

In the majority of projects, customers bought a new screen at the same time as a meeting room system.

59.9%	39.1%
Mostly using new screens	Mostly using existing screens

And we asked a supplementary question:
If a project did require a new screen, where do they typically source it?

midwich	NORTHAMBER Total Distribution	exertis	TechData	INGRAM MICRO	AVNET
27.8%	25.9%	14.8%	13.0%	11.1%	1.9%

There was a wide range of distributors reported, with many resellers using more than one.

Market dynamics/challenges

Despite the overall growth and positive trends, the meeting room systems market faces several challenges that need to be addressed. The top challenges identified by resellers include:

Financial constraints in an economic slowdown.

This includes nervousness by some customers in making infrastructure investment in uncertain economic market conditions leading to delays or increased timescales.

Over-saturation of the market with similar products.

It was reported that there is now a choice of very similar products from a large number of manufacturers, particularly in the form of all-in-one meeting room systems, with most having small/medium/large options.

Over-supply of office space.

Resellers report being worried that the increase in hybrid working means less office space will be needed, potentially leading to a decrease in the overall potential market for meeting room systems.

Industry staff shortages.

Resellers report concerns about difficulties in recruiting suitable staff particularly in roles that need technical experience and qualifications.

(These challenges present potential obstacles to continued growth and require strategic planning and innovative solutions to overcome)

Future Outlook and Potential Impacts

Looking forward, resellers identified the biggest potential impacts on the meeting room systems market as:

AI

AI has the potential to revolutionize the way meetings are conducted, driving ease-of-use and increased demand as quality of meetings improve.

Increased supplier competition.

Increased supplier competition may lead to further innovation and differentiation in the market along with driving down prices, ultimately benefiting end-users.

Financial/economic condition

While financial and economic conditions will continue to influence market nervousness and potentially decrease the current levels of growth that are currently being experienced.

Resellers have heard AI might be big, but what will it's actual effect be on businesses in reality?
That's unknown.

Conclusion

The Nimans Market Insights survey, sponsored by Yealink, provides valuable insights into the current state of the meeting room systems market and the factors driving growth. While the market is experiencing healthy growth, it is essential to be aware of the challenges it faces to ensure continued success.

By staying informed about market trends and potential impacts, resellers and manufacturers can make strategic decisions to capitalize on opportunities and navigate challenges effectively.

Market Insights

At Nimans we go to the n'th degree in everything we do.

Supporting our customers achieve business growth is an important part our culture. And to grow, everyone needs to know where the opportunities and risks lie.

Nimans' experience gives us a unique view of the whole market. We are able to bring together information from thousands of customers, of all sizes, as well as working with hundreds of suppliers.

Our Market Insights provide customers with a greater depth of understanding of the constantly evolving technology industry.

Typical content includes potential growth areas, market challenges, shifts in consumer behaviour, supplier and manufacturer trends, as well as larger strategic market influences.

This allows our customers to make more informed decisions and become their most productive and powerful selves.

Discover more at nimans.net/news

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