The music products industry took a big fall during the 2008 financial crisis after reaching a record high in 2005. Since 2005, the industry has recorded steady growth, with 2015 industry revenues totaling $7.1 billion. Despite this steady growth, the industry is still struggling to recover to pre-recession levels. Businesses in the industry remain cautious of recent growth, with the fall in sales and revenue that occurred in 2005 still looming in the back of their minds. There are rarely more than two months at any given time where businesses report steady and profitable revenue.

The purpose of this presentation is to explore the reasons behind this struggling industry growth. Steps taken to complete this project include research into existing publications about growth in the music products industry, an exploration of online marketplaces in connection to the music products industry, and possible interviews of individuals and organizations involved in the music products industry. Although this work is still in progress, preliminary research has shown that two significant factors in struggling industry growth are related to the saturation of the market with used products, made possible through the proliferation of online markets, and advances in technology that have increased product quality and performance while at the same time driving down overall price and profit from individual products.