

# **Wireless Audio Devices Market by Product (Wireless Headsets & Microphones, Wireless Headsets & Microphones, Sound Bars and Others), Technology (Bluetooth, Wi-Fi, Airplay and Others), Application (Commercial, Consumer, Automotive and Others) - Global Opportunity Analysis and Industry Forecast, 2014 - 2022**

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## **Abstracts**

Wireless audio devices are electronic devices that use wireless technology to stream audio. These devices include wireless headphones, microphones, speakers, sound bars, and audio systems, among others. Wireless audio devices are mostly used for entertainment and communication purposes in personal and professional applications. Wi-Fi, Bluetooth, AirPlay, Sonos, and SKAA are some of the popular technologies used for wireless streaming of A/V signals. Wireless audio devices offer numerous advantages over wired devices such as portability, convenience, cost-effectiveness, efficiency, and flexibility.

The adoption of wireless audio devices has increased in the recent years, owing to features such as ease of access, remote operability, and efficient data exchange. Factors such as growth of consumer electronics market, technological advancements in digital platforms for wireless audio transmission, such as Sonos, SKAA, and others, untapped emerging markets, and high disposable income are expected to supplement the market growth. Improved user experience through cloud-based solutions for online music streaming has created ample opportunities for the market growth. However, stringent regulations regarding permissible frequency range of audio devices along with harmful effects on hearing ability of users due to excessive use of these devices hamper the market growth.

The wireless audio devices market is segmented on the basis of product type,

technology, application, and geography. The product type segment includes wireless headsets & microphones, wireless speaker systems, sound bars, and others (radio tuner, power amplifier, and A/V controller). The technologies used for wireless streaming are Bluetooth, Wi-Fi, AirPlay, and others (SKAA, Sonos). Wireless audio devices have been increasingly adopted across different verticals including commercial, consumer, automotive, and others (defense and security). The wireless audio devices market is analyzed on the basis of geography, which includes North America, Europe, Asia-Pacific, and LAMEA. Asia-Pacific is projected to be the fastest growing region among others, owing to high adoption of wireless audio devices in countries such as China, India, and Japan. The key players profiled in the report include Apple, Inc., Bose Corporation, Harman International Industries, Incorporated, Sony Corporation, Shure Incorporated, Koninklijke Philips N.V., Sonos, Inc., VIZIO, Inc., VOXX International Corporation, and Sennheiser Electronic GMBH & Co. KG.

## **KEY BENEFITS**

The study provides an in-depth analysis of the wireless audio devices market along with current and future trends to elucidate the imminent investment pockets.

The report provides information regarding key drivers, restraints, and opportunities along with their impact analysis.

Porter's Five Forces and SWOT analyses of key market players in the industry have been provided to highlight the growth strategies adopted by them.

The value chain analysis of the industry signifies the key intermediaries involved, and elaborates their roles and value additions at every stage of the value chain.

The quantitative analysis of the market during the period of 2014–2022 has been provided to elaborate the market potential.

## **KEY MARKET SEGMENTS:**

The market is segmented based on product, technology, application, and geography.

### **BY PRODUCT**

Wireless Headsets & Microphones

Wireless Speaker Systems

Sound Bars

Others (Radio Tuner, Power Amplifier, A/V Controller)

## BY TECHNOLOGY

Bluetooth

Wi-Fi

Airplay

Others (Sonos, SKAA)

## BY APPLICATION

Commercial

Consumer

Automotive

Others (Defense and Security)

## BY GEOGRAPHY

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

Japan

Australia

Rest of Asia-Pacific

LAMEA

UAE

Saudi Arabia

Africa

Rest of LAMEA

## **KEY MARKET PLAYERS**

Apple, Inc.

Bose Corporation

Harman International Industries, Incorporated

Sony Corporation

Shure Incorporated

Koninklijke Philips N.V.

Sonos Inc.

VIZIO, Inc.

VOXX International Corporation

Sennheiser Electronic GMBH & Co. KG

## Contents

### CHAPTER 1 INTRODUCTION

- 1.1 Report description
- 1.2 Key benefits
- 1.3 Key market segments
- 1.4 Research methodology
  - 1.4.1 Secondary research
  - 1.4.2 Primary research
  - 1.4.3 Analyst tools and models

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 CXO Perspective

### CHAPTER 3 MARKET OVERVIEW

- 3.1 Market definition and scope
- 3.2 Key Findings
  - 3.2.1 Top impacting factors
  - 3.2.2 Top investment pockets
  - 3.2.3 Top winning strategies
- 3.3 Porters five forces analysis
  - 3.3.1 Low volume purchases of products and low switching cost of buyers moderate the bargaining power of suppliers
  - 3.3.2 Presence of large number of companies in the market and low switching of buyers increase the competition in the market
  - 3.3.3 The market is highly fragmented and there is a lack of industry leader which leads to the threat of new entrants in the market
  - 3.3.4 Unavailability of strong substitute for wireless audio devices
  - 3.3.5 Low substitution of products and price sensitivity of buyers moderate the bargaining power of buyer
- 3.4 Value chain analysis
- 3.5 Market share analysis, 2015
- 3.6 Market Dynamics
  - 3.6.1 Drivers
    - 3.6.1.1 Increasing penetration of infotainment devices
    - 3.6.1.2 Rising need for mobility services

- 3.6.1.3 High application of wireless audio devices in the commercial sector
- 3.6.2 Restraints
  - 3.6.2.1 Adverse effects on hearing ability
  - 3.6.2.2 Regulations on the frequency range of audio devices
- 3.6.3 Opportunities
  - 3.6.3.1 Rapid technological advancement
  - 3.6.3.2 Customers increasing need for convenience

## **CHAPTER 4 WORLD WIRELESS AUDIO DEVICES MARKET BY PRODUCT**

- 4.1 Wireless Headsets & Microphones
  - 4.1.1 Key market trends
  - 4.1.2 Key drivers and opportunities
  - 4.1.3 Market size and forecast
- 4.2 Wireless Speaker Systems
  - 4.2.1 Key market trends
  - 4.2.2 Key drivers and opportunities
  - 4.2.3 Market size and forecast
- 4.3 Sound bars
  - 4.3.1 Key market trends
  - 4.3.2 Key drivers and opportunities
  - 4.3.3 Market size and forecast
- 4.4 Others
  - 4.4.1 Key market trends
  - 4.4.2 Key drivers and opportunities
  - 4.4.3 Market size and forecast

## **CHAPTER 5 WORLD WIRELESS AUDIO DEVICES MARKET BY TECHNOLOGY**

- 5.1 Bluetooth
  - 5.1.1 Key market trends
  - 5.1.2 Key drivers and opportunities
  - 5.1.3 Market size and forecast
- 5.2 Wi-Fi
  - 5.2.1 Key market trends
  - 5.2.2 Key drivers and opportunities
  - 5.2.3 Market size and forecast
- 5.3 AirPlay
  - 5.3.1 Key market trends

- 5.3.2 Key drivers and opportunities
- 5.3.3 Market size and forecast
- 5.4 Others
  - 5.4.1 Key market trends
  - 5.4.2 Key drivers and opportunities
  - 5.4.3 Market size and forecast

## **CHAPTER 6 WORLD WIRELESS AUDIO DEVICES MARKET BY APPLICATION**

- 6.1 Commercial
  - 6.1.1 Key market trends
  - 6.1.2 Key drivers and opportunities
  - 6.1.3 Market size and forecast
- 6.2 Consumer
  - 6.2.1 Key market trends
  - 6.2.2 Key drivers and opportunities
  - 6.2.3 Market size and forecast
- 6.3 Automotive
  - 6.3.1 Key market trends
  - 6.3.2 Key drivers and opportunities
  - 6.3.3 Market size and forecast
- 6.4 Others
  - 6.4.1 Key market trends
  - 6.4.2 Key drivers and opportunities
  - 6.4.3 Market size and forecast

## **CHAPTER 7 WORLD WIRELESS AUDIO DEVICES MARKET BY GEOGRAPHY**

- 7.1 North America
  - 7.1.1 Key market trends
  - 7.1.2 Key drivers and opportunities
  - 7.1.3 Market size and forecast
  - 7.1.4 U.S.A.
  - 7.1.5 Canada
  - 7.1.6 Mexico
- 7.2 Europe
  - 7.2.1 Key market trends
  - 7.2.2 Key drivers and opportunities
  - 7.2.3 Market size and forecast



- 7.2.4 U.K.
- 7.2.5 Germany
- 7.2.6 France
- 7.2.7 Rest of Europe
- 7.3 Asia-Pacific
  - 7.3.1 Key market trends
  - 7.3.2 Key drivers and opportunities
  - 7.3.3 Market size and forecast
  - 7.3.4 China
  - 7.3.5 India
  - 7.3.6 Japan
  - 7.3.7 Australia
  - 7.3.8 Rest of Asia-Pacific
- 7.4 Latin America, Middle East and Africa (LAMEA)
  - 7.4.1 Key market trends
  - 7.4.2 Key drivers and opportunities
  - 7.4.3 Market size and forecast
  - 7.4.4 U.A.E.
  - 7.4.5 Africa
  - 7.4.6 Saudi Arabia
  - 7.4.7 Rest of LAMEA

## **CHAPTER 8 COMPANY PROFILE**

- 8.1 Apple Inc.
  - 8.1.1 Company overview
  - 8.1.2 Company snapshot
  - 8.1.3 Business performance
  - 8.1.4 Key strategies and developments
  - 8.1.5 SWOT analysis of Apple Inc.
- 8.2 Bose Corporation
  - 8.2.1 Company overview
  - 8.2.2 Company snapshot
  - 8.2.3 Key strategies and developments
  - 8.2.4 SWOT analysis of Bose Corporation
- 8.3 HARMAN International Industries, Incorporated
  - 8.3.1 Company overview
  - 8.3.2 Company snapshot
  - 8.3.3 Business performance

- 8.3.4 Key strategies and developments
- 8.3.5 SWOT analysis of Harman International Industries, Incorporated
- 8.4 Sony Corporation
  - 8.4.1 Company overview
  - 8.4.3 Business performance
  - 8.4.4 Key strategies and developments
  - 8.4.5 SWOT analysis of Panasonic Corporation
- 8.5 Shure Incorporated
  - 8.5.1 Company overview
  - 8.5.2 Company snapshot
  - 8.5.3 Key strategies and developments
  - 8.5.4 SWOT analysis of Shure Incorporated
- 8.6 Koninklijke Philips N.V.
  - 8.6.1 Company overview
  - 8.6.2 Company snapshot
  - 8.6.3 Business performance
  - 8.6.4 Key strategies and developments
  - 8.6.5 SWOT analysis of Koninklijke Philips N.V
- 8.7 Sonos Inc.
  - 8.7.1 Company overview
  - 8.7.2 Company snapshot
  - 8.7.3 Key strategies and developments
  - 8.7.4 SWOT analysis of Sonos Inc.
- 8.8 VIZIO, Inc.
  - 8.8.1 Company overview
  - 8.8.2 Company snapshot
  - 8.8.3 Business performance
  - 8.8.4 Key strategies and developments
  - 8.8.5 SWOT analysis of VIZIO Inc.
- 8.9 VOXX International Corporation
  - 8.9.1 Company overview
  - 8.9.2 Company snapshot
  - 8.9.3 Business performance
  - 8.9.4 Key strategies and developments
  - 8.9.5 SWOT analysis of VOXX International Corporation
- 8.10 Sennheiser Electronic GMBH & Co. KG
  - 8.10.1 Company overview
  - 8.10.2 Company snapshot
  - 8.10.3 Business performance

8.10.4 Key strategies and developments

8.10.5 SWOT analysis of Sennheiser Electronic GMBH & Co. KG

## List Of Tables

### LIST OF TABLES

TABLE 1 WORLD WIRELESS AUDIO DEVICES MARKET, BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 2 WORLD WIRELESS AUDIO DEVICES MARKET, BY PRODUCT, 2014-2022 (\$MILLION)

TABLE 3 WIRELESS HEADSETS AND MICROPHONES MARKET, BY REVENUE, 2014-2022 (\$MILLION)

TABLE 4 WIRELESS SPEAKER SYSTEMS MARKET, BY REVENUE, 2014-2022 (\$MILLION)

TABLE 5 WIRELESS SOUND BARS MARKET, BY REVENUE, 2014-2022 (\$MILLION)

TABLE 6 OTHERS PRODUCTS (RADIO TUNER, POWER AMPLIFIER, A/V CONTROLLER) MARKET, BY REVENUE, 2014-2022 (\$MILLION)

TABLE 7 WORLD WIRELESS AUDIO DEVICES MARKET REVENUE BY TECHNOLOGY, 2014-2022 (\$MILLION)

TABLE 8 WORLD WIRELESS AUDIO DEVICES, BLUETOOTH SEGMENT MARKET REVENUE BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 9 WORLD WIRELESS AUDIO DEVICES, WI-FI SEGMENT MARKET REVENUE BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 10 WORLD WIRELESS AUDIO DEVICES, AIRPLAY SEGMENT MARKET REVENUE BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 11 WORLD WIRELESS AUDIO DEVICES, OTHERS SEGMENT MARKET REVENUE BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 12 WORLD WIRELESS AUDIO DEVICES MARKET REVENUE BY APPLICATION, 2014-2022 (\$MILLION)

TABLE 13 WORLD WIRELESS AUDIO DEVICES, COMMERCIAL SEGMENT MARKET REVENUE BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 14 WORLD WIRELESS AUDIO DEVICES, CONSUMER SEGMENT MARKET REVENUE BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 15 WORLD WIRELESS AUDIO DEVICES, AUTOMOTIVE SEGMENT MARKET REVENUE BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 16 WORLD WIRELESS AUDIO DEVICES, OTHERS SEGMENT MARKET REVENUE BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 17 WORLD WIRELESS AUDIO DEVICES MARKET, BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 18 NORTH AMERICAN WIRELESS AUDIO DEVICES MARKET, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 19 EUROPE WIRELESS AUDIO DEVICES MARKET, BY COUNTRY,  
2014-2022 (\$MILLION)

TABLE 20 ASIA-PACIFIC WIRELESS AUDIO DEVICES MARKET, BY COUNTRY,  
2014-2022 (\$MILLION)

TABLE 21 LAMEA WIRELESS AUDIO DEVICES MARKET, BY COUNTRY, 2014-2022  
(\$MILLION)

TABLE 22 SNAPSHOT OF APPLE INC.

TABLE 23 SNAPSHOT OF BOSE CORPORATION

TABLE 24 SNAPSHOT OF HARMAN INTERNATIONAL INDUSTRIES,  
INCORPORATED

TABLE 25 SNAPSHOT OF SONY CORPORATION

TABLE 26 SNAPSHOT OF SHURE INCORPORATED

TABLE 27 SNAPSHOT OF KONINKLIJKE PHILIPS N.V

TABLE 28 SNAPSHOT OF SONOS INC.

TABLE 29 SNAPSHOT OF VIZIO INC.

TABLE 30 SNAPSHOT OF VOXX INTERNATIONAL CORPORATION

TABLE 31 SNAPSHOT OF SENNHEISER ELECTRONIC GMBH & CO. KG

## List Of Figures

### LIST OF FIGURES

FIG. 1 TOP IMPACTING FACTORS

FIG. 2 TOP WINNING STRATEGIES IN THE WIRELESS AUDIO DEVICES MARKET

FIG. 3 PORTERS FIVE FORCES ANALYSIS

FIG. 4 VALUE CHAIN ANALYSIS OF WIRELESS AUDIO DEVICES MARKET

FIG. 5 MARKET SHARE ANALYSIS OF WIRELESS AUDIO DEVICES PROVIDERS

FIG. 6 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD WIRELESS AUDIO DEVICES MARKET BY PRODUCT, 2015 & 2022 (%)

FIG. 7 NUMBER OF SMARTPHONES SOLD BY LEADING VENDORS (2014-2015)

FIG. 8 WIRELESS HEADSETS & MICROPHONES MARKET REVENUE, 2014-2022 (\$MILLION)

FIG. 9 COMPARATIVE MARKET SHARE ANALYSIS OF WIRELESS HEADSETS AND MICROPHONES MARKET BY REVENUE, 2015 & 2022 (%)

FIG. 10 WIRELESS SPEAKER SYSTEMS MARKET REVENUE, 2014-2022 (\$MILLION)

FIG. 11 COMPARATIVE MARKET SHARE ANALYSIS OF WIRELESS SPEAKERS MARKET BY REVENUE, 2015 & 2022 (%)

FIG. 12 WORLDWIDE SMART TV UNIT SHIPMENTS (IN MILLIONS), 2011-2015

FIG. 13 SOUND BARS MARKET REVENUE, 2014-2022 (\$MILLION)

FIG. 14 COMPARATIVE MARKET SHARE ANALYSIS OF SOUND BARS MARKET BY REVENUE, 2015 & 2022 (%)

FIG. 15 OTHERS (RADIO TUNER, POWER AMPLIFIER, A/V CONTROLLER) MARKET REVENUE, 2014-2022 (\$MILLION)

FIG. 16 COMPARATIVE MARKET SHARE ANALYSIS OF OTHERS (RADIO TUNER, POWER AMPLIFIER, A/V CONTROLLER) MARKET BY REVENUE, 2015 & 2022 (%)

FIG. 17 WIRELESS AUDIO DEVICES MARKET REVENUE, BY TECHNOLOGY, 2014-2022 (\$BILLION)

FIG. 18 WIRELESS AUDIO DEVICES MARKET SHARE ANALYSIS BY TECHNOLOGY, 2015 & 2022 (%)

FIG. 19 WIRELESS AUDIO DEVICES, BLUETOOTH SEGMENT MARKET REVENUE, 2014-2022 (\$BILLION)

FIG. 20 WIRELESS AUDIO DEVICES, BLUETOOTH SEGMENT MARKET SHARE ANALYSIS, 2015 & 2022 (%)

FIG. 21 WIRELESS AUDIO DEVICES, WI-FI SEGMENT MARKET REVENUE, 2014-2022 (\$BILLION)

FIG. 22 WIRELESS AUDIO DEVICES, WI-FI SEGMENT MARKET SHARE ANALYSIS

2015 & 2022 (%)

FIG. 23 GLOBAL NUMBER OF PUBLIC HOTSPOTS (IN MILLIONS)

FIG. 24 WIRELESS AUDIO DEVICES, AIRPLAY SEGMENT MARKET REVENUE, 2014-2022 (\$BILLION)

FIG. 25 WIRELESS AUDIO DEVICES, AIRPLAY SEGMENT MARKET SHARE ANALYSIS 2015 & 2022 (%)

FIG. 26 WIRELESS AUDIO DEVICES, OTHERS SEGMENT MARKET REVENUE, 2014-2022 (\$BILLION)

FIG. 27 WIRELESS AUDIO DEVICES, OTHERS SEGMENT MARKET SHARE ANALYSIS 2015 & 2022 (%)

FIG. 28 WIRELESS AUDIO DEVICES MARKET REVENUE, BY APPLICATION, 2014-2022 (\$BILLION)

FIG. 29 WIRELESS AUDIO DEVICES MARKET SHARE ANALYSIS BY APPLICATION, 2015 & 2022 (%)

FIG. 30 WIRELESS AUDIO DEVICES, COMMERCIAL SEGMENT MARKET REVENUE, 2014-2022 (\$BILLION)

FIG. 31 WIRELESS AUDIO DEVICES, COMMERCIAL SEGMENT MARKET SHARE ANALYSIS, 2015 & 2022 (%)

FIG. 32 WIRELESS AUDIO DEVICES, CONSUMER SEGMENT MARKET REVENUE, 2014-2022 (\$BILLION)

FIG. 33 WIRELESS AUDIO DEVICES, CONSUMER SEGMENT MARKET SHARE ANALYSIS 2015 & 2022 (%)

FIG. 34 GLOBAL REVENUE FROM SMARTPHONE SALES (IN BILLION U.S. DOLLARS), 2013-2015

FIG. 35 WORLD WIRELESS AUDIO DEVICES, AUTOMOTIVE SEGMENT MARKET REVENUE, 2014-2022 (\$BILLION)

FIG. 36 WORLD WIRELESS AUDIO DEVICES, AUTOMOTIVE SEGMENT MARKET SHARE ANALYSIS, 2015 & 2022 (%)

FIG. 37 NUMBER OF CARS SOLD WORLDWIDE (IN MILLION UNITS)

FIG. 38 WORLD WIRELESS AUDIO DEVICES, OTHERS SEGMENT MARKET REVENUE, 2014-2022 (\$BILLION)

FIG. 39 WORLD WIRELESS AUDIO DEVICES, OTHERS SEGMENT MARKET SHARE ANALYSIS, 2015 & 2022 (%)

FIG. 40 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD WIRELESS AUDIO DEVICES MARKET BY GEOGRAPHY, 2015 & 2022 (%)

FIG. 41 NUMBER OF SMARTPHONE USERS IN THE UNITED STATES 2012-2015 (IN MILLIONS)

FIG. 42 NUMBER OF AVAILABLE WI-FI LOCATIONS IN SELECTED COUNTRIES (2013)

FIG. 43 NORTH AMERICA WIRELESS AUDIO DEVICE MARKET REVENUE, 2014-2022 (\$MILLION)

FIG. 44 COMPARATIVE MARKET SHARE ANALYSIS OF NORTH AMERICA WIRELESS AUDIO DEVICES MARKET BY COUNTRY, 2015 & 2022 (%)

FIG. 45 VOLUME OF MOTOR VEHICLE PRODUCTION IN EU (%), 2015

FIG. 46 EUROPE WIRELESS AUDIO DEVICE MARKET REVENUE, 2014-2022 (\$MILLION)

FIG. 47 COMPARATIVE MARKET SHARE ANALYSIS OF EUROPE WIRELESS AUDIO DEVICES MARKET BY COUNTRY, 2015 & 2022 (%)

FIG. 48 SMARTHOMES MARKET REVENUES FROM SELECTED EUROPEAN COUNTRIES (2016)

FIG. 49 NUMBER OF SMARTPHONE USERS IN THE ASIA-PACIFIC REGION 2014 AND 2015 (IN MILLIONS)

FIG. 50 ASIA-PACIFIC WIRELESS AUDIO DEVICE MARKET REVENUE, 2014-2022 (\$MILLION)

FIG. 51 COMPARATIVE MARKET SHARE ANALYSIS OF ASIA-PACIFIC WIRELESS AUDIO DEVICES MARKET BY COUNTRY, 2015 & 2022 (%)

FIG. 52 GLOBAL SMARTWATCH MARKET SHARE BY GEOGRAPHY BY VALUE (2013-2020)

FIG. 53 LAMEA WIRELESS AUDIO DEVICE MARKET REVENUE, 2014-2022 (\$MILLION)

FIG. 54 COMPARATIVE MARKET SHARE ANALYSIS OF LAMEA WIRELESS AUDIO DEVICES MARKET BY COUNTRY, 2015 & 2022 (%)

FIG. 55 REVENUE GENERATED BY APPLE INC. (\$MILLION, 2013 2015)

FIG. 56 REVENUE OF APPLE INC. IN PERCENTAGE BY PRODUCT SEGMENTS 2015

FIG. 57 REVENUE OF APPLE INC. IN PERCENTAGE BY GEOGRAPHY 2015

FIG. 58 SWOT ANALYSIS OF APPLE INC.

FIG. 59 SWOT ANALYSIS OF BOSE CORPORATION

FIG. 64 REVENUE GENERATED BY SONY CORPORATION (\$MILLION, 2013 2015)

FIG. 65 REVENUE OF SONY CORPORATION IN PERCENTAGE BY BUSINESS SEGMENTS 2015

FIG. 66 REVENUE OF SONY CORPORATION IN PERCENTAGE BY GEOGRAPHY 2015

FIG. 67 SWOT ANALYSIS OF SONY CORPORATION

FIG. 68 SWOT ANALYSIS OF SHURE INCORPORATED

FIG. 69 REVENUE GENERATED BY KONINKLIJKE PHILIPS N.V, \$MILLION (2013-2015)

FIG. 70 FIG. 2 REVENUE OF KONINKLIJKE PHILIPS N.V, BY SEGMENT, \$MILLION,



2015

FIG. 71 FIG. 3 REVENUE OF KONINKLIJKE PHILIPS N.V, BY GEOGRAPHY, \$MILLION, 2015

FIG. 72 SWOT ANALYSIS OF KONINKLIJKE PHILIPS N.V

FIG. 73 SWOT ANALYSIS OF SONOS INC.

FIG. 74 REVENUE GENERATED BY VIZIO INC., \$MILLION (2012-2014)

FIG. 75 REVENUE OF VIZIO INC., BY SEGMENT, \$MILLION, 2015

FIG. 76 SWOT ANALYSIS OF VIZIO INC.

FIG. 77 REVENUE GENERATED BY VOXX INTERNATIONAL CORPORATION, \$MILLION (2014-2016)

FIG. 78 REVENUE OF VOXX INTERNATIONAL CORPORATION, BY SEGMENT, \$MILLION, 2016

FIG. 79 REVENUE OF VOXX INTERNATIONAL CORPORATION, BY GEOGRAPHY, \$MILLION, 2016

FIG. 80 SWOT ANALYSIS OF VOXX INTERNATIONAL CORPORATION

FIG. 81 REVENUE GENERATED BY SENNHEISER ELECTRONIC GMBH & CO. KG, \$MILLION (2012-2014)

FIG. 82 REVENUE OF SENNHEISER ELECTRONIC GMBH & CO. KG, BY SEGMENT, \$MILLION, 2014

FIG. 83 REVENUE OF SENNHEISER ELECTRONIC GMBH & CO. KG, BY GEOGRAPHY, \$MILLION, 2014

FIG. 84 SWOT ANALYSIS OF SENNHEISER ELECTRONIC GMBH & CO. KG

## I would like to order

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