

# Bluetooth Headphones Industry Research Report 2024

<https://marketpublishers.com/r/B5279877E805EN.html>

Date: February 2024

Pages: 102

Price: US\$ 2,950.00 (Single User License)

ID: B5279877E805EN

## Abstracts

This report aims to provide a comprehensive presentation of the global market for Bluetooth Headphones, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Bluetooth Headphones.

The Bluetooth Headphones market size, estimations, and forecasts are provided in terms of sales volume (K Units) and revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Bluetooth Headphones market comprehensively. Regional market sizes, concerning products by types, by application, and by players, are also provided. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

The report will help the Bluetooth Headphones manufacturers, new entrants, and industry chain related companies in this market with information on the revenues, sales volume, and average price for the overall market and the sub-segments across the different segments, by company, product type, application, and regions.

## Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions,

collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Apple?Beats)

Samsung

Mi

GN(Jabra/Vxi)

QCY

LG

Huawei

Poly

Sony

Dacom

Philips

Bluedio

Sennheiser

Bose

ZEALOT

## Product Type Insights

Global markets are presented by Bluetooth Headphones type, along with growth forecasts through 2030. Estimates on sales and revenue are based on the price in the supply chain at which the Bluetooth Headphones are procured by the manufacturers.

This report has studied every segment and provided the market size using historical data. They have also talked about the growth opportunities that the segment may pose in the future. This study bestows sales and revenue data by type, and during the historical period (2019-2024) and forecast period (2025-2030).

### Bluetooth Headphones segment by Type

Mono Bluetooth Headphones

Ordinary Stereo Bluetooth Headphones

True Wireless Stereo Bluetooth Headphones

## Application Insights

This report has provided the market size (sales and revenue data) by application, during the historical period (2019-2024) and forecast period (2025-2030).

This report also outlines the market trends of each segment and consumer behaviors impacting the Bluetooth Headphones market and what implications these may have on the industry's future. This report can help to understand the relevant market and consumer trends that are driving the Bluetooth Headphones market.

### Bluetooth Headphones segment by Sale Channel

Online

Offline

## Regional Outlook

This section of the report provides key insights regarding various regions and the key players operating in each region. Economic, social, environmental, technological, and political factors have been taken into consideration while assessing the growth of the particular region/country. The readers will also get their hands on the revenue and sales data of each region and country for the period 2019-2030.

The market has been segmented into various major geographies, including North America, Europe, Asia-Pacific, South America, Middle East & Africa. Detailed analysis of major countries such as the USA, Germany, the U.K., Italy, France, China, Japan, South Korea, Southeast Asia, and India will be covered within the regional segment. For market estimates, data are going to be provided for 2023 because of the base year, with estimates for 2024 and forecast revenue for 2030.

#### North America

U.S.

Canada

#### Europe

Germany

France

U.K.

Italy

Russia

#### Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

## Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

## COVID-19 and Russia-Ukraine War Influence Analysis

The readers in the section will understand how the Bluetooth Headphones market scenario changed across the globe during the pandemic, post-pandemic and Russia-Ukraine War. The study is done keeping in view the changes in aspects such as demand, consumption, transportation, consumer behavior, supply chain management, export and import, and production. The industry experts have also highlighted the key factors that will help create opportunities for players and stabilize the overall industry in the years to come.

### Reasons to Buy This Report

This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Bluetooth Headphones market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

This report will help stakeholders to understand the global industry status and trends of Bluetooth Headphones and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

This report stays updated with novel technology integration, features, and the latest developments in the market

This report helps stakeholders to understand the COVID-19 and Russia-Ukraine War Influence on the Bluetooth Headphones industry.

This report helps stakeholders to gain insights into which regions to target globally

This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Bluetooth Headphones.

This report helps stakeholders to identify some of the key players in the market and

understand their valuable contribution.

## Core Chapters

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Detailed analysis of Bluetooth Headphones manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5: Production/output, value of Bluetooth Headphones by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6: Consumption of Bluetooth Headphones in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8: Provides the analysis of various market segments by sale channel, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11: The main points and conclusions of the report.



## Contents

### 1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
  - 1.5.1 Secondary Sources
  - 1.5.2 Primary Sources

### 2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Global Market Growth Prospects
  - 2.2.1 Global Bluetooth Headphones Market Size (2019-2030) & (US\$ Million)
  - 2.2.2 Global Bluetooth Headphones Sales (2019-2030)
  - 2.2.3 Global Bluetooth Headphones Market Average Price (2019-2030)
- 2.3 Bluetooth Headphones by Type
  - 2.3.1 Market Value Comparison by Type (2019 VS 2023 VS 2030) & (US\$ Million)
    - 1.2.2 Mono Bluetooth Headphones
    - 1.2.3 Ordinary Stereo Bluetooth Headphones
    - 1.2.4 True Wireless Stereo Bluetooth Headphones
- 2.4 Bluetooth Headphones by Sale Channel
  - 2.4.1 Market Value Comparison by Sale Channel (2019 VS 2023 VS 2030) & (US\$ Million)
  - 2.4.2 Online
  - 2.4.3 Offline

### 3 MARKET COMPETITIVE LANDSCAPE BY MANUFACTURERS

- 3.1 Global Bluetooth Headphones Market Competitive Situation by Manufacturers (2019 Versus 2023)
- 3.2 Global Bluetooth Headphones Sales (K Units) of Manufacturers (2019-2024)
- 3.3 Global Bluetooth Headphones Revenue of Manufacturers (2019-2024)
- 3.4 Global Bluetooth Headphones Average Price by Manufacturers (2019-2024)
- 3.5 Global Bluetooth Headphones Industry Ranking, 2022 VS 2023 VS 2024
- 3.6 Global Manufacturers of Bluetooth Headphones, Manufacturing Sites &

## Headquarters

3.7 Global Manufacturers of Bluetooth Headphones, Product Type & Application

3.8 Global Manufacturers of Bluetooth Headphones, Date of Enter into This Industry

3.9 Global Bluetooth Headphones Market CR5 and HHI

3.10 Global Manufacturers Mergers & Acquisition

## 4 MANUFACTURERS PROFILED

### 4.1 Apple?Beats)

4.1.1 Apple?Beats) Company Information

4.1.2 Apple?Beats) Business Overview

4.1.3 Apple?Beats) Bluetooth Headphones Sales, Revenue and Gross Margin  
(2019-2024)

4.1.4 Apple?Beats) Bluetooth Headphones Product Portfolio

4.1.5 Apple?Beats) Recent Developments

### 4.2 Samsung

4.2.1 Samsung Company Information

4.2.2 Samsung Business Overview

4.2.3 Samsung Bluetooth Headphones Sales, Revenue and Gross Margin  
(2019-2024)

4.2.4 Samsung Bluetooth Headphones Product Portfolio

4.2.5 Samsung Recent Developments

### 4.3 Mi

4.3.1 Mi Company Information

4.3.2 Mi Business Overview

4.3.3 Mi Bluetooth Headphones Sales, Revenue and Gross Margin (2019-2024)

4.3.4 Mi Bluetooth Headphones Product Portfolio

4.3.5 Mi Recent Developments

### 4.4 GN(Jabra/Vxi)

4.4.1 GN(Jabra/Vxi) Company Information

4.4.2 GN(Jabra/Vxi) Business Overview

4.4.3 GN(Jabra/Vxi) Bluetooth Headphones Sales, Revenue and Gross Margin  
(2019-2024)

4.4.4 GN(Jabra/Vxi) Bluetooth Headphones Product Portfolio

4.4.5 GN(Jabra/Vxi) Recent Developments

### 4.5 QCY

4.5.1 QCY Company Information

4.5.2 QCY Business Overview

4.5.3 QCY Bluetooth Headphones Sales, Revenue and Gross Margin (2019-2024)

- 4.5.4 QCY Bluetooth Headphones Product Portfolio
- 4.5.5 QCY Recent Developments
- 4.6 LG
  - 4.6.1 LG Company Information
  - 4.6.2 LG Business Overview
  - 4.6.3 LG Bluetooth Headphones Sales, Revenue and Gross Margin (2019-2024)
  - 4.6.4 LG Bluetooth Headphones Product Portfolio
  - 4.6.5 LG Recent Developments
- 4.7 Huawei
  - 4.7.1 Huawei Company Information
  - 4.7.2 Huawei Business Overview
  - 4.7.3 Huawei Bluetooth Headphones Sales, Revenue and Gross Margin (2019-2024)
  - 4.7.4 Huawei Bluetooth Headphones Product Portfolio
  - 4.7.5 Huawei Recent Developments
- 4.8 Poly
  - 4.8.1 Poly Company Information
  - 4.8.2 Poly Business Overview
  - 4.8.3 Poly Bluetooth Headphones Sales, Revenue and Gross Margin (2019-2024)
  - 4.8.4 Poly Bluetooth Headphones Product Portfolio
  - 4.8.5 Poly Recent Developments
- 4.9 Sony
  - 4.9.1 Sony Company Information
  - 4.9.2 Sony Business Overview
  - 4.9.3 Sony Bluetooth Headphones Sales, Revenue and Gross Margin (2019-2024)
  - 4.9.4 Sony Bluetooth Headphones Product Portfolio
  - 4.9.5 Sony Recent Developments
- 4.10 Dacom
  - 4.10.1 Dacom Company Information
  - 4.10.2 Dacom Business Overview
  - 4.10.3 Dacom Bluetooth Headphones Sales, Revenue and Gross Margin (2019-2024)
  - 4.10.4 Dacom Bluetooth Headphones Product Portfolio
  - 4.10.5 Dacom Recent Developments
- 6.11 Philips
  - 6.11.1 Philips Company Information
  - 6.11.2 Philips Bluetooth Headphones Business Overview
  - 6.11.3 Philips Bluetooth Headphones Sales, Revenue and Gross Margin (2019-2024)
  - 6.11.4 Philips Bluetooth Headphones Product Portfolio
  - 6.11.5 Philips Recent Developments
- 6.12 Bluedio

- 6.12.1 Bluedio Company Information
- 6.12.2 Bluedio Bluetooth Headphones Business Overview
- 6.12.3 Bluedio Bluetooth Headphones Sales, Revenue and Gross Margin (2019-2024)
- 6.12.4 Bluedio Bluetooth Headphones Product Portfolio
- 6.12.5 Bluedio Recent Developments
- 6.13 Sennheiser
  - 6.13.1 Sennheiser Company Information
  - 6.13.2 Sennheiser Bluetooth Headphones Business Overview
  - 6.13.3 Sennheiser Bluetooth Headphones Sales, Revenue and Gross Margin (2019-2024)
  - 6.13.4 Sennheiser Bluetooth Headphones Product Portfolio
  - 6.13.5 Sennheiser Recent Developments
- 6.14 Bose
  - 6.14.1 Bose Company Information
  - 6.14.2 Bose Bluetooth Headphones Business Overview
  - 6.14.3 Bose Bluetooth Headphones Sales, Revenue and Gross Margin (2019-2024)
  - 6.14.4 Bose Bluetooth Headphones Product Portfolio
  - 6.14.5 Bose Recent Developments
- 6.15 ZEALOT
  - 6.15.1 ZEALOT Company Information
  - 6.15.2 ZEALOT Bluetooth Headphones Business Overview
  - 6.15.3 ZEALOT Bluetooth Headphones Sales, Revenue and Gross Margin (2019-2024)
  - 6.15.4 ZEALOT Bluetooth Headphones Product Portfolio
  - 6.15.5 ZEALOT Recent Developments

## **5 GLOBAL BLUETOOTH HEADPHONES MARKET SCENARIO BY REGION**

- 5.1 Global Bluetooth Headphones Market Size by Region: 2019 VS 2023 VS 2030
- 5.2 Global Bluetooth Headphones Sales by Region: 2019-2030
  - 5.2.1 Global Bluetooth Headphones Sales by Region: 2019-2024
  - 5.2.2 Global Bluetooth Headphones Sales by Region: 2025-2030
- 5.3 Global Bluetooth Headphones Revenue by Region: 2019-2030
  - 5.3.1 Global Bluetooth Headphones Revenue by Region: 2019-2024
  - 5.3.2 Global Bluetooth Headphones Revenue by Region: 2025-2030
- 5.4 North America Bluetooth Headphones Market Facts & Figures by Country
  - 5.4.1 North America Bluetooth Headphones Market Size by Country: 2019 VS 2023 VS 2030
  - 5.4.2 North America Bluetooth Headphones Sales by Country (2019-2030)

#### 5.4.3 North America Bluetooth Headphones Revenue by Country (2019-2030)

##### 5.4.4 U.S.

##### 5.4.5 Canada

#### 5.5 Europe Bluetooth Headphones Market Facts & Figures by Country

##### 5.5.1 Europe Bluetooth Headphones Market Size by Country: 2019 VS 2023 VS 2030

##### 5.5.2 Europe Bluetooth Headphones Sales by Country (2019-2030)

##### 5.5.3 Europe Bluetooth Headphones Revenue by Country (2019-2030)

##### 5.5.4 Germany

##### 5.5.5 France

##### 5.5.6 U.K.

##### 5.5.7 Italy

##### 5.5.8 Russia

#### 5.6 Asia Pacific Bluetooth Headphones Market Facts & Figures by Country

##### 5.6.1 Asia Pacific Bluetooth Headphones Market Size by Country: 2019 VS 2023 VS 2030

##### 5.6.2 Asia Pacific Bluetooth Headphones Sales by Country (2019-2030)

##### 5.6.3 Asia Pacific Bluetooth Headphones Revenue by Country (2019-2030)

##### 5.6.4 China

##### 5.6.5 Japan

##### 5.6.6 South Korea

##### 5.6.7 India

##### 5.6.8 Australia

##### 5.6.9 China Taiwan

##### 5.6.10 Indonesia

##### 5.6.11 Thailand

##### 5.6.12 Malaysia

#### 5.7 Latin America Bluetooth Headphones Market Facts & Figures by Country

##### 5.7.1 Latin America Bluetooth Headphones Market Size by Country: 2019 VS 2023 VS 2030

##### 5.7.2 Latin America Bluetooth Headphones Sales by Country (2019-2030)

##### 5.7.3 Latin America Bluetooth Headphones Revenue by Country (2019-2030)

##### 5.7.4 Mexico

##### 5.7.5 Brazil

##### 5.7.6 Argentina

#### 5.8 Middle East and Africa Bluetooth Headphones Market Facts & Figures by Country

##### 5.8.1 Middle East and Africa Bluetooth Headphones Market Size by Country: 2019 VS 2023 VS 2030

##### 5.8.2 Middle East and Africa Bluetooth Headphones Sales by Country (2019-2030)

##### 5.8.3 Middle East and Africa Bluetooth Headphones Revenue by Country (2019-2030)

- 5.8.4 Turkey
- 5.8.5 Saudi Arabia
- 5.8.6 UAE

## **6 SEGMENT BY TYPE**

- 6.1 Global Bluetooth Headphones Sales by Type (2019-2030)
  - 6.1.1 Global Bluetooth Headphones Sales by Type (2019-2030) & (K Units)
  - 6.1.2 Global Bluetooth Headphones Sales Market Share by Type (2019-2030)
- 6.2 Global Bluetooth Headphones Revenue by Type (2019-2030)
  - 6.2.1 Global Bluetooth Headphones Sales by Type (2019-2030) & (US\$ Million)
  - 6.2.2 Global Bluetooth Headphones Revenue Market Share by Type (2019-2030)
- 6.3 Global Bluetooth Headphones Price by Type (2019-2030)

## **7 SEGMENT BY SALE CHANNEL**

- 7.1 Global Bluetooth Headphones Sales by Sale Channel (2019-2030)
  - 7.1.1 Global Bluetooth Headphones Sales by Sale Channel (2019-2030) & (K Units)
  - 7.1.2 Global Bluetooth Headphones Sales Market Share by Sale Channel (2019-2030)
- 7.2 Global Bluetooth Headphones Revenue by Sale Channel (2019-2030)
  - 6.2.1 Global Bluetooth Headphones Sales by Sale Channel (2019-2030) & (US\$ Million)
  - 6.2.2 Global Bluetooth Headphones Revenue Market Share by Sale Channel (2019-2030)
- 7.3 Global Bluetooth Headphones Price by Sale Channel (2019-2030)

## **8 VALUE CHAIN AND SALES CHANNELS ANALYSIS OF THE MARKET**

- 8.1 Bluetooth Headphones Value Chain Analysis
  - 8.1.1 Bluetooth Headphones Key Raw Materials
  - 8.1.2 Raw Materials Key Suppliers
  - 8.1.3 Bluetooth Headphones Production Mode & Process
- 8.2 Bluetooth Headphones Sales Channels Analysis
  - 8.2.1 Direct Comparison with Distribution Share
  - 8.2.2 Bluetooth Headphones Distributors
  - 8.2.3 Bluetooth Headphones Customers

## **9 GLOBAL BLUETOOTH HEADPHONES ANALYZING MARKET DYNAMICS**

- 9.1 Bluetooth Headphones Industry Trends
- 9.2 Bluetooth Headphones Industry Drivers
- 9.3 Bluetooth Headphones Industry Opportunities and Challenges
- 9.4 Bluetooth Headphones Industry Restraints

## **10 REPORT CONCLUSION**

## **11 DISCLAIMER**

## I would like to order

Product name: Bluetooth Headphones Industry Research Report 2024

Product link: <https://marketpublishers.com/r/B5279877E805EN.html>

Price: US\$ 2,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B5279877E805EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970