

# Earbuds Market - Global Outlook and Forecast 2018-2023

<https://marketpublishers.com/r/E9B4EAD7173EN.html>

Date: May 2018

Pages: 146

Price: US\$ 3,500.00 (Single User License)

ID: E9B4EAD7173EN

## Abstracts

This market research report on global earbuds market offers analysis on market size & forecast, market share, industry trends, growth drivers, and vendor analysis. The market study also includes insights on segmentation by features (smart and non-smart), by price range (low range, medium range, and high range), and by geography (North America, APAC, Europe, and ROW).

### Global Earbuds Market - Overview

The launch of smart wireless in-ear headphones by Bragi back in 2015 introduced and propelled the development of the global earbuds market. These products are designed and launched in as wireless smart headphones with sensors, chargeable carry case, capable of controlling the playback, and activating voice assistants like Siri, Google Now, Cortana, and Alexa. In 2017, Apple launched their flagship product - AirPods which eventually became the highest selling earbuds in the US and Canadian market. The increasing penetration of smartphones and growing demand for smart tech in emerging countries of China and India will boost the demand for medium range products in the global market. Leading vendors are introducing products with assisted hearing technology that offer a wide range of functionalities that include enhanced music and listening experience, control over external sounds, and real-time language translation. These technologically enhanced products are designed to meet consumer expectations thereby, boosting revenues in the global market. The integration of hearing aids to help people with hearing disorders, extended battery life, and active noise cancellation are some of the features offered by top players in the global market. The launch of new product portfolios that offer touch and tap interface to control various functions, sensors to recognize when to pause or play music, and gesture recognition to answer/end call will transform the global earbuds market.

The introduction of wireless earbuds will offer better hearing levels, and sound qualities will create lucrative opportunities for leading players in the global market. These products seamlessly perform functions of smart wireless headphones, hearing aids, fitness tracker wearables, and speech modulation devices. The global earbuds market is anticipated to reach values of approximately \$10 billion by 2023, growing at a CAGR of around 30% during 2017-2023.

### Global Earbuds Market - Dynamics

The adoption of newer technologies to enhance product portfolios will attribute to the development of the global earbuds market. The development of inbuilt contact points that enable charging and chargeable carry case, without using any cables to connect to the buds or the left and right ear piece is revolutionizing the charging mechanism in these products. Some of the key companies in the market are offering wireless charging stations and using magnetic conductive technology to charge the products. Additionally, players are focusing on the sports segments and launching headphones that are sweat and water resistant to boost the sales and revenues in the global market. The vendors are heavily implementing various IPX certifications to make their earbuds sweat and water resistant. This certification helps companies increase their brand reliability and attract more consumers in the global earbuds market. IPX7 means that the product can withstand being submerged into one meter of water for up to 30 minutes.

### Global Earbuds Market - Segmentation

This market research report includes a detailed segmentation of the market by features, price range, and geography.

### Global Earbuds Market – By Features

Language translation features to add to the smart features in the global earbuds market during forecast period

The global earbuds market by features is segmented into smart and non-smart features. The smart features segment dominated the majority of the market share in 2017, growing at an impressive CAGR of around 31% during the forecast period. The intriguing features of wearable devices are helping vendors in the market gain wide popularity and boost the demand for these products in this segment. These smart products offer a varied range of functions such as ambient sound controls, assisted

hearing, touch and tap controls, onboard memory chip, fitness tracker, gesture recognition, and settings via a mobile application. Some of the products launched in the market also have sensors to detect when they are inside the ears and when they are in the case and allows end-users to control automatic music play/pause functionality in the products. The leading vendors are integrating active voice assistance features like Siri, Google Now, and Alexa to offer the convenience of use and ease of handling for the consumers. Smart earphones also offer advanced features that allow the consumers to monitor body vitals such as heart rate and calories burnt during a workout session, and convenience during a workout. These products are specifically designed and marketed for athletes and health-conscious individuals in the global earbuds market. The introduction of products with assisted hearing capabilities will help gain players larger global market share.

### Global Earbuds Market – By Price Range

Technological advancements to boost the sale of premium range products in the global earbuds market during forecast period

The price range segment in the global earbuds market is classified into premium range (\$100 and more), medium range (\$50 and \$99.99), and low range (up to \$49.99). The premium range segment occupied more than half of the market share 2017, growing at a CAGR of approximately 30% during the forecast period. The integration of extra functions such as layered hearing and speech amplification by prominent companies will augment the growth of the global market. Some of the top players operating in this segment include Apple, Bragi, Bang & Olufsen, and Bose and usually offer generally higher priced variants in the global market. The high price tag associated with these products is usually because of the manufacturing brand and features provided in the products. The multinational brands are even higher priced when they sell overseas due to the custom and excise duties depending on the country they are selling. For example, Apple sells its AirPods for \$159 in North America and \$203, \$217, and \$218 in China, Germany, and the UK respectively. Furthermore, the integration of latest innovations and technological advancements will add to the price range of these products in the global earbuds market.

### Global Earbuds Market – By Geography

North America to witness the launch of new products even by tech startups in the global earbuds market during forecast period

The global earbuds market by geography is divided into North America, APAC, Europe, and ROW. North America is the largest region in the market during 2017, growing at a CAGR of more than 26% during the forecast period. The rising number of smartphone users and better speed internet connectivity are one of major factor attributing to the growth of the market in North America. The US and Canada are the largest revenue contributor in the North American market. The growing demand for wireless headphones for listening to music during activities and fitness regimes is propelling the requirement for smart products in the global market. Furthermore, the US and Canada markets are also witnessing a surge in demand for products that offer features of assistive hearing and speech amplification. Some of the major brands available in the US market include Bragi, Samsung, Bose, and Jaybird.

## **KEY COUNTRIES PROFILED**

The key countries profiled in the report are:

US

Canada

UK

Germany

China

South Korea

## **Key Vendor Analysis**

The global earbuds market is still niche and consist of a small number of players that control the level of the competition. Bragi was one of the first vendors to launch a product that was a little higher than smart wireless headphones that were available in the market. After the launch of Apple's AirPod the market concentrated further as it controlled a major portion of the revenues in the market and especially in the US. Product development and launch of new variants by tech giants such as Samsung and Google and other headphone companies such as Jabra, Bose, and Sony will intensify the competition in the global market during the forecast period. Additionally, the

companies are offering low range and mid-range products in the emerging nations of APAC and MEA to gain a larger market share in the global earbuds market.

The major vendors in the global market are:

Apple

Alphabet

Bragi

Samsung

Nuheara

Sony

Jabra

Bose

Other prominent vendors include Jaybird, Alpha Audiotronics, Rowkin, Huawei, Avanca, Bang & Olufson, Crazybaby, Earin, Meizu, Motorola, Waverly Labs, and Mymanu.

Key market insights include

1. The analysis of global earbuds market provides market size and growth rate for the forecast period 2018-2023.
2. It offers comprehensive insights on current industry trends, trend forecast, and growth drivers about the global earbuds market.
3. The report provides the latest analysis of market share, growth drivers, challenges, and investment opportunities.
4. It offers a complete overview of market segments and the regional outlook of global earbuds market.
5. The report offers a detailed overview of the vendor landscape, competitive analysis, and key market strategies to gain competitive advantage.

The global earbuds market size is expected to reach values of around \$10 billion by

2023, growing at an impressive CAGR of approximately 30% 2017–2023.

The global earbuds market is driven by the availability of charger carry case and battery backup that provide playback and talk time of more than 12 hours. The increasing accessibility of several entertainment platforms and consumer's shift to the adoption of newer technology will propel market development. The market research report provides in-depth market analysis and segmental analysis of the global earbuds market by product, distribution channel, material, and geography.

Base Year: 2017

Forecast Year: 2018–2023

The report considers the present scenario of the global earbuds market and its market dynamics for the period 2018–2023. It covers a detailed overview of various market growth enablers, restraints, and trends. The study covers both the demand and supply sides of the market. It also profiles and analyzes the leading companies and various other prominent companies operating in the market.

### Major Vendors in the Global Earbuds Market

#### Apple

Business Overview

Apple in Global Market

Major Product Offerings

Key Strategies

Key Strengths

Key Opportunities

#### Alphabet

#### Bragi

Samsung

Nuheara

Sony

Jabra

Bose

## Prominent Players in the Global Earbuds Market

Jaybird

### Business Overview

Alpha Audioproducts

Rowkin

Huawei

Avanca

Bang & Olufson

Crazybaby

Earin

Meizu

Motorola

Waverly Labs

Mymanu

## Market Segmentation by Features

Smart

Non-Smart

## Market Segmentation by Price Range

Low Range (up to \$49.99)

Medium Range (\$50 and \$99.99)

Premium Range (\$100 and More)

## Market Segmentation by Geography

North America

US

Canada

Europe

UK

Germany

APAC

China

Germany

ROW





## Contents

### **1 RESEARCH METHODOLOGY**

### **2 RESEARCH OBJECTIVES**

### **3 RESEARCH PROCESS**

### **4 REPORT COVERAGE**

#### 4.1 Market Definition

#### 4.2 Base Year

#### 4.3 Scope of Study

##### 4.3.1 Market Segmentation by Features

##### 4.3.2 Market Segmentation by Price Range

##### 4.3.3 Market Segmentation by Geography

### **5 REPORT ASSUMPTIONS & CAVEATS**

#### 5.1 Key Caveats

#### 5.2 Inclusions

#### 5.3 Exclusions

#### 5.4 Currency Conversion

#### 5.5 Market Derivation

### **6 MARKET AT A GLANCE**

### **7 INTRODUCTION**

### **8 MARKET DYNAMICS**

#### 8.1 Market Growth Enablers

8.1.1 Growing penetration of smartphones and consumer demand for latest products

8.1.2 High demand from consumers engaged in fitness activities

8.1.3 Shorter replacement cycle for headphones and growing adoption of wireless headphones

8.1.4 YOY Impact of Market Growth Enablers

8.1.5 YOY Impact of Market Growth Enablers on Regions

#### 8.2 Market Growth Restraints

- 8.2.1 Fragmented market with low-quality products
- 8.2.2 Health concerns and distractions caused by earbuds
- 8.2.3 YOY Impact of Market Growth Restraints
- 8.2.4 YOY Impact of Market Growth Restraints on Regions
- 8.3 Market Opportunities & Trends
  - 8.3.1 Capabilities to offer real-time solutions to users
  - 8.3.2 Adoption of newer technologies for product enhancement
  - 8.3.3 Capabilities to offer real-time language translation
  - 8.3.4 YOY Impact of Market Opportunities & Trends
  - 8.3.5 YOY Impact of Market Opportunities & Trends on Regions

## **9 GLOBAL EARBUDS MARKET**

- 9.1 Market Overview
  - 9.1.1 Market Size & Forecast
- 9.2 Porter's Five Forces Analysis
  - 9.2.1 Threat of New Entrants
  - 9.2.2 Bargaining Power of Suppliers
  - 9.2.3 Bargaining Power of Buyers
  - 9.2.4 Threat of Substitutes
  - 9.2.5 Competitive Rivalry

## **10 PRICE AND BRAND POPULARITY ANALYSIS**

- 10.1 Market Overview

## **11 GLOBAL EARBUDS MARKET BY FEATURES**

- 11.1 Market Overview
- 11.2 Smart Earbuds
  - 11.2.1 Market Size & Forecast
- 11.3 Non-Smart Earbuds
  - 11.3.1 Market Size & Forecast

## **12 GLOBAL EARBUDS MARKET BY PRICE RANGE**

- 12.1 Market Overview
- 12.2 Premium Range
  - 12.2.1 Market Size & Forecast

## 12.3 Mid Range

### 12.3.1 Market Size & Forecast

## 12.4 Low Range

### 12.4.1 Market Size and Forecast

## **13 GLOBAL EARBUDS MARKET BY GEOGRAPHY**

### 13.1 Geographical Overview

## **14 NORTH AMERICA: EARBUDS MARKET**

### 14.1 Market Overview

#### 14.1.1 Market Size and Forecast

### 14.2 Key Countries

#### 14.2.1 US: Market Size & Forecast

#### 14.2.2 Canada: Market Size & Forecast

## **15 EUROPE: EARBUDS MARKET**

### 15.1 Market Overview

#### 15.1.1 Market Size and Forecast

### 15.2 Key Countries

#### 15.2.1 UK: Market Size & Forecast

#### 15.2.2 Germany: Market Size & Forecast

## **16 APAC: EARBUDS MARKET**

### 16.1 Market Overview

#### 16.1.1 Market Size and Forecast

### 16.2 Key Countries

#### 16.2.1 China: Market Size & Forecast

#### 16.2.2 South Korea: Market Size & Forecast

## **17 ROW: EARBUDS MARKET**

### 17.1 Market Overview

#### 17.1.1 Market Size and Forecast

## **18 COMPETITIVE LANDSCAPE**

## 18.1 Market Overview

# 19 KEY COMPANY PROFILES

## 19.1 Apple

- 19.1.1 Business overview
- 19.1.2 Apple in the Global Earbuds Market
- 19.1.3 Major product offerings
- 19.1.4 Key strategies
- 19.1.5 Key strengths
- 19.1.6 Key opportunities

## 19.2 Alphabet

- 19.2.1 Business overview
- 19.2.2 Alphabet in the Global Earbuds Market
- 19.2.3 Major product offerings
- 19.2.4 Key strategies
- 19.2.5 Key strengths
- 19.2.6 Key opportunities

## 19.3 Bragi

- 19.3.1 Business overview
- 19.3.2 Bragi in the Global Earbuds Market
- 19.3.3 Major product offerings
- 19.3.4 Key strategies
- 19.3.5 Key strengths
- 19.3.6 Key opportunities

## 19.4 Samsung

- 19.4.1 Business overview
- 19.4.2 Samsung in the Global Earbuds Market
- 19.4.3 Major product offerings
- 19.4.4 Key strategies
- 19.4.5 Key strengths
- 19.4.6 Key opportunities

## 19.5 Nuheara

- 19.5.1 Business overview
- 19.5.2 Nuheara in the Global Earbuds Market
- 19.5.3 Major product offerings
- 19.5.4 Key strategies
- 19.5.5 Key strengths

19.5.6 Key opportunities

## 19.6 Sony

19.6.1 Business overview

19.6.2 Sony in the Global Earbuds Market

19.6.3 Major product offerings

19.6.4 Key strategies

19.6.5 Key strengths

19.6.6 Key opportunities

## 19.7 Jabra

19.7.1 Business overview

19.7.2 Jabra in the Global Earbuds Market

19.7.3 Major product offerings

19.7.4 Key strategies

19.7.5 Key strengths

19.7.6 Key opportunities

## 19.8 Bose

19.8.1 Business overview

19.8.2 Bose in the Global Earbuds Market

19.8.3 Major product offerings

19.8.4 Key strategies

19.8.5 Key strengths

19.8.6 Key opportunities

## **20 OTHER PROMINENT VENDORS**

### 20.1 Jaybird

20.1.1 Business overview

### 20.2 Alpha Audiotronics

20.2.1 Business overview

### 20.3 Rowkin

20.3.1 Business overview

### 20.4 Huawei

20.4.1 Business overview

### 20.5 Avanca

20.5.1 Business overview

### 20.6 Bang & Olufson

20.6.1 Business overview

### 20.7 Crazybaby

20.7.1 Business overview

## 20.8 Earin

### 20.8.1 Business overview

## 20.9 Meizu

### 20.9.1 Business overview

## 20.1 Motorola

### 20.10.1 Business overview

## 20.11 Waverly Labs

### 20.11.1 Business overview

## 20.12 Mymanu

### 20.12.1 Business overview

## **21 REPORT SUMMARY**

### 21.1 Key Takeaways

### 21.2 Qualitative Summary: Global EARBUDS Market

### 21.3 Quantitative Summary: Global Earbuds Market

#### 21.3.1 Market by Geography

#### 21.3.2 Market by Features

#### 21.3.3 Market by Price Range

## **22 APPENDIX**

### 22.1 List Of Abbreviations

## List Of Exhibits

### LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Earbuds Market
- Exhibit 2 Market Size Calculation Approach 2017
- Exhibit 3 Global Active Smartphone Users 2015–2020 (billion)
- Exhibit 4 Smartphone Users 2017 (million)
- Exhibit 5 Number of Fitness Centers ('000) and Number of Members (million) 2016
- Exhibit 6 Share of Headphones by Technology 2017–2023
- Exhibit 7 Methods of Charging Earbuds and Carry Case
- Exhibit 8 Average Time Spent per Day by US Adults on Various Media Channels 2012–2018 (in hours: minutes)
- Exhibit 9 Average Price of Earbuds 2017–2023 (\$)
- Exhibit 10 Global Earbuds Market 2017–2023 (\$ billion)
- Exhibit 11 Global Earbuds Market 2017–2023 (million units)
- Exhibit 12 Five Forces Analysis 2017
- Exhibit 13 Price and Brand Popularity Analysis
- Exhibit 14 Global Earbuds Market by Features 2017 & 2023
- Exhibit 15 Global Earbuds Market by Features 2017–2023 (% market share by revenue)
- Exhibit 16 Global Earbuds Market by Features 2017–2023 (% market share by units)
- Exhibit 17 Smart Earbuds Market 2017–2023 (\$ million)
- Exhibit 18 Smart Earbuds Market 2017–2023 (million units)
- Exhibit 19 Non-smart Earbuds Market 2017–2023 (\$ million)
- Exhibit 20 Non-smart Earbuds Market 2017–2023 (million units)
- Exhibit 21 Global Earbuds Market by Price Range 2017 & 2023
- Exhibit 22 Global Earbuds Market by Price Range 2017–2023 (% market share by revenue)
- Exhibit 23 Global Earbuds Market by Price 2017–2023 (% market share by units)
- Exhibit 24 Premium Range Earbuds Market 2017–2023 (\$ million)
- Exhibit 25 Premium Range Earbud Market 2017–2023 (million units)
- Exhibit 26 Medium Range Earbuds Market 2017–2023 (\$ million)
- Exhibit 27 Medium Range Earbuds Market 2017–2023 (million units)
- Exhibit 28 Low Range Earbuds Market 2017–2023 (\$ million)
- Exhibit 29 Low Range Earbuds Market 2017–2023 (million units)
- Exhibit 30 Global Earbuds Market by Geographies 2017 & 2023
- Exhibit 31 Geographic Overview of Global Earbuds Market 2017 (% Revenue)
- Exhibit 32 Geographic Overview of Global Earbuds Market 2017 (% Units)
- Exhibit 33 Earbuds Market in North America 2017–2023 (\$ million)



- Exhibit 34 Earbuds Market in North America 2017-2023 (million units)
- Exhibit 35 Earbuds Market in North America by Key Countries 2017 & 2023
- Exhibit 36 US: Number of Headphones Owned per User (2017)
- Exhibit 37 US: Wireless Headphones Market (% of revenue) 2017
- Exhibit 38 Earbuds Market in US 2017-2023 (\$ million)
- Exhibit 39 Earbuds Market in US 2017-2023 (million units)
- Exhibit 40 Earbuds Market in Canada 2017-2023 (\$ million)
- Exhibit 41 Earbuds Market in Canada 2017-2023 (million units)
- Exhibit 42 Europe Savings Rate 2008-2016
- Exhibit 43 Earbuds Market in Europe 2017-2023 (\$ million)
- Exhibit 44 Earbuds Market in Europe 2017-2023 (million units)
- Exhibit 45 Earbuds Market in Europe by Key Countries 2017 & 2023
- Exhibit 46 Earbuds Market in UK 2017-2023 (\$ million)
- Exhibit 47 Earbuds Market in UK 2017-2023 (million units)
- Exhibit 48 UK: Annual Household Savings Ratio 2009-2017
- Exhibit 49 Earbuds Market in Germany 2017-2023 (\$ million)
- Exhibit 50 Earbuds Market in Germany 2017-2023 (million units)
- Exhibit 51 Smartphone User Penetration in APAC (% of population) 2016-2021
- Exhibit 52 Internet Penetration (% of population) and Digital Buyers Penetration (% of internet users) in APAC Countries 2017
- Exhibit 53 Earbuds Market in APAC 2017-2023 (\$ million)
- Exhibit 54 Earbuds Market in APAC 2017-2023 (million units)
- Exhibit 55 Earbuds Market in APAC by Key Countries 2017 & 2023
- Exhibit 56 Smartphone Shipments by Vendors in China 2017 (million units)
- Exhibit 57 Earbuds Market in China 2017-2023 (\$ million)
- Exhibit 58 Earbuds Market in China 2017-2023 (million units)
- Exhibit 59 South Korea: Smartphone Penetration (% of population) 2016-2021
- Exhibit 60 South Korea: Annual Household Income per Capita (\$ '000) 2009-2017
- Exhibit 61 Earbuds Market in South Korea 2017-2023 (\$ million)
- Exhibit 62 Earbuds Market in South Korea 2017-2023 (million units)
- Exhibit 63 Smartphone Users in Latin America and MEA (millions) 2014-2019
- Exhibit 64 Internet Penetration in Latin America and MEA 2017
- Exhibit 65 Music Streaming Revenues in Latin America 2016-2022 (\$ million)
- Exhibit 66 Earbuds Market in ROW 2017-2023 (\$ million)
- Exhibit 67 Earbuds Market in ROW 2017-2023 (million units)

## List Of Tables

### LIST OF TABLES

Table 1 Key Geographies Definition

Table 2 Key Caveats

Table 3 Currency Conversion 2013?2017

Table 4 YOY Impact of Market Growth Enablers 2017?2023

Table 5 YOY Impact of Market Growth Enablers on Regions 2017

Table 6 YOY Impact of Market Growth Restraints 2017?2023

Table 7 YOY Impact of Market Growth Restraints on Regions 2017

Table 8 YOY Impact of Market Opportunities & Trends 2017?2023

Table 9 YOY Impact of Market Opportunities & Trends on Regions 2017

Table 10 Crowdfunding Scenario of Early Vendors

Table 11 Major Vendors in Premium Range Earbuds Segment

Table 12 Major Vendors in Medium Range Earbuds Segment

Table 13 Major Vendors in Low Range Earbuds Segment

Table 14 Major Players and Their Offerings

Table 15 Apple: Product Offerings

Table 16 Alphabet: Product Offerings

Table 17 Bragi: Product Offerings

Table 18 Samsung: Product Offerings

Table 19 Nuheara: Product Offerings

Table 20 Sony: Product Offerings

Table 21 Jabra: Product Offerings

Table 22 Bose: Product Offerings

Table 23 Qualitative Summary of Global Earbuds Market

Table 24 Quantitative Summary of Global Earbuds Market by Geographies (\$ million)

Table 25 Quantitative Summary of Global Earbuds Market by Product Features  
2017–2023 (\$ million)

Table 26 Quantitative Summary of Global Earbuds Market by Product Features  
2017–2023 (million units)

Table 27 Quantitative Summary of Global Earbuds Market by Price Range 2017–2023  
(\$ million)

Table 28 Quantitative Summary of Global Earbuds Market by Price Range 2017–2023  
(million units)

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