

# **Global Wireless audio device Market Size study, by Product (Speaker Systems, Soundbars, Headsets, Headphones, Microphones, Others) By Technology (Bluetooth, Wi-Fi, Radio Frequency, Airplay, Bluetooth +Wi-Fi, Others) By Application (Home Audio, Consumer, Commercial, Automotive, Others) and Regional Forecasts 2019-2026**

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## **Abstracts**

Global Wireless audio device Market is valued approximately at USD 19.7 billion in 2018 and is anticipated to grow with a healthy growth rate of more than 10.06% over the forecast period 2019-2026. Wireless audio equipment is widely used electronic device that receives and transmits different sound signals with the use of different technologies such as Bluetooth, Wi-Fi, and AirPlay on account to intensify the volume emitted by the standard device. Consumers are gradually demanding the device owing to its compatible with many additional devices to upsurge expediency and enhance sound experience. Surging demand for infotainment systems, growing consumer preference towards portable devices are key driving factor of the market growth. Further, advancement in wireless technologies and growing on-demand music streaming services is expected to offer significant growth opportunity in the market over the forecast period. Rise in the online streaming has enabled the consumers to access a large number of songs through easy access to music libraries such as Spotify, Google Play Music, Amazon Music, and Style Jukebox. Increasing proliferation of downloaded and streamed music is driving the adoption of wireless audio equipment. However, operating frequency compliances issues impede the growth of the market over the forecast period of 2019-2026.

The regional analysis of global Wireless audio device market is considered for the key

regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the high adoption of advanced wireless technologies coupled with high disposable income of consumers in the region. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2019-2026. Factors such as consumer electronics industry growth, increasing usage of smartphones would create lucrative growth prospects for the Wireless audio device market across Asia-Pacific region.

Major market player included in this report are:

Apple Inc.  
Samsung Electronics Co., Ltd.  
Sony Corporation  
Voxx International Corporation  
Harman International Industries, Incorporated  
Bose Corporation  
Sonos, Inc.  
DEI Holdings, Inc.  
Sennheiser Electronic GmbH & Co. Kg  
Vizio, Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Speaker Systems  
Soundbars  
Headsets  
Headphones  
Microphones  
Others

By Technology:

Bluetooth

Wi-Fi  
Radio Frequency  
Airplay  
Bluetooth +Wi-Fi  
Others

By Application:

Home Audio  
Consumer  
Commercial  
Automotive  
Others

By Region:

North America  
U.S.  
Canada  
Europe  
UK  
Germany  
Asia Pacific  
China  
India  
Japan  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017

Base year – 2018

Forecast period – 2019 to 2026

Target Audience of the Global Wireless audio device Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers  
Investment bankers  
Investors

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