

Global Wireless Audio Devices Market Size study & Forecast, by Product (Wireless Headsets & Microphones, Wireless Speaker Systems, Sound Bars, Others), by Technology (Bluetooth, Wi-Fi, Airplay, Others), by Application (Commercial, Consumer, Automotive, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Wireless Audio Devices Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% during the forecast period 2023-2030. Wireless audio devices use wireless technologies such as Bluetooth, Wi-Fi, or other proprietary wireless protocols to establish a connection between audio sources and playback devices. The key factors driving the market growth are the rising penetration of infotainment devices, the increasing popularity of portable devices, and the growing integration of wireless audio devices with smart home ecosystems and voice assistants that are anticipated to support the market growth during the forecast period 2023-2030.

Additionally, the increasing popularity of smart devices, such as smartphones, tablets, laptops, and streaming media players, is expected to drive a surge in the demand for wireless earphones and stereo headphones. Ericsson predicts that the global number of smartphone subscribers anticipated to exceed seven billion by 2027. Significantly, China, India, and the United States lead in smartphone adoption, with China boasting over 950 million smartphone users in 2021, surpassing all other nations worldwide. Moreover, increased demand for home theaters and Liquid Crystal Displays (LCDs), rising disposable income and urbanization are anticipated to create lucrative opportunities for the market over the projected year. However, the adverse effects on hearing ability and regulations on the frequency range of audio devices stifles market

growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Wireless Audio Devices Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the widespread adoption of smartphones and wearable devices, the growing popularity of music and audio streaming services, and the rising trend of remote work and home entertainment. Whereas, the Asia Pacific is expected to grow with the fastest growth rate over the forecast period, owing to factors such as increasing disposable income, rising smartphone penetration, advancements in wireless technologies, and rising demand for smart and connected devices.

Major market player included in this report are:

Apple Inc

HARMAN International

Bose Corporation

Sonos, Inc.

Sony Corporation

Masimo

Sennheiser electronic GmbH & Co. KG

VOXX International Corp.

VIZIO, Inc.

Marshall Group

Recent Developments in the Market:

In May 2023, Beats, a subsidiary of Apple Inc., launched Beats Studio Buds + with excellent call quality, improved compatibility with both Apple and Android devices, enjoy up to 36 hours of listening time with the charging case2, and

choose from four ear tip options to ensure a comfortable fit that lasts throughout the day.

Global Wireless Audio Devices Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Product, Technology, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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:

Wireless Headsets & Microphones

Wireless Speaker Systems

Sound Bars

Others

By Technology:

Bluetooth

Wi-Fi

Airplay

Others

By Application:

Commercial

Consumer

Automotive

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Contents

CHAPTER 1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot
- 1.2 Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
 - 1.2.1 Wireless Audio Devices Market, by Region, 2020-2030 (USD Billion)
 - 1.2.2 Wireless Audio Devices Market, by Product, 2020-2030 (USD Billion)
 - 1.2.3 Wireless Audio Devices Market, by Technology, 2020-2030 (USD Billion)
 - 1.2.4 Wireless Audio Devices Market, by Application, 2020-2030 (USD Billion)
- 1.3 Key Trends
- 1.4 Estimation Methodology
- 1.5 Research Assumption

CHAPTER 2 GLOBAL WIRELESS AUDIO DEVICES MARKET DEFINITION AND SCOPE

- 2.1 Objective of the Study
- 2.2 Market Definition & Scope
 - 2.2.1 Industry Evolution
 - 2.2.2 Scope of the Study
- 2.3 Years Considered for the Study
- 2.4 Currency Conversion Rates

CHAPTER 3 GLOBAL WIRELESS AUDIO DEVICES MARKET DYNAMICS

- 3.1 Wireless Audio Devices Market Impact Analysis (2020-2030)
 - 3.1.1 Market Drivers
 - 3.1.1.1 Rising penetration of infotainment devices
 - 3.1.1.2 Increasing popularity of portable devices
 - 3.1.1.3 Growing integration of wireless audio devices with smart home ecosystems and voice assistants
 - 3.1.2 Market Challenges
 - 3.1.2.1 Adverse effects on hearing ability
 - 3.1.2.2 Regulations on the frequency range of audio devices
 - 3.1.3 Market Opportunities
 - 3.1.3.1 Increased demand for home theaters and Liquid Crystal Displays (LCDs)
 - 3.1.3.2 Rising disposable income and urbanization

CHAPTER 4 GLOBAL WIRELESS AUDIO DEVICES MARKET INDUSTRY ANALYSIS

- 4.1 Porter's 5 Force Model
 - 4.1.1 Bargaining Power of Suppliers
 - 4.1.2 Bargaining Power of Buyers
 - 4.1.3 Threat of New Entrants
 - 4.1.4 Threat of Substitutes
 - 4.1.5 Competitive Rivalry
- 4.2 Porter's 5 Force Impact Analysis
- 4.3 PEST Analysis
 - 4.3.1 Political
 - 4.3.2 Economical
 - 4.3.3 Social
 - 4.3.4 Technological
 - 4.3.5 Environmental
 - 4.3.6 Legal
- 4.4 Top investment opportunity
- 4.5 Top winning strategies
- 4.6 COVID-19 Impact Analysis
- 4.7 Disruptive Trends
- 4.8 Industry Expert Perspective
- 4.9 Analyst Recommendation & Conclusion

CHAPTER 5 GLOBAL WIRELESS AUDIO DEVICES MARKET, BY PRODUCT

- 5.1 Market Snapshot
- 5.2 Global Wireless Audio Devices Market by Product, Performance - Potential Analysis
- 5.3 Global Wireless Audio Devices Market Estimates & Forecasts by Product 2020-2030 (USD Billion)
- 5.4 Wireless Audio Devices Market, Sub Segment Analysis
 - 5.4.1 Wireless Headsets & Microphones
 - 5.4.2 Wireless Speaker Systems
 - 5.4.3 Sound Bars
 - 5.4.4 Others

CHAPTER 6 GLOBAL WIRELESS AUDIO DEVICES MARKET, BY TECHNOLOGY

- 6.1 Market Snapshot

6.2 Global Wireless Audio Devices Market by Technology, Performance - Potential Analysis

6.3 Global Wireless Audio Devices Market Estimates & Forecasts by Technology 2020-2030 (USD Billion)

6.4 Wireless Audio Devices Market, Sub Segment Analysis

6.4.1 Bluetooth

6.4.2 Wi-Fi

6.4.3 Airplay

6.4.4 Others

CHAPTER 7 GLOBAL WIRELESS AUDIO DEVICES MARKET, BY APPLICATION

7.1 Market Snapshot

7.2 Global Wireless Audio Devices Market by Application, Performance - Potential Analysis

7.3 Global Wireless Audio Devices Market Estimates & Forecasts by Application 2020-2030 (USD Billion)

7.4 Wireless Audio Devices Market, Sub Segment Analysis

7.4.1 Commercial

7.4.2 Consumer

7.4.3 Automotive

7.4.4 Others

CHAPTER 8 GLOBAL WIRELESS AUDIO DEVICES MARKET, REGIONAL ANALYSIS

8.1 Top Leading Countries

8.2 Top Emerging Countries

8.3 Wireless Audio Devices Market, Regional Market Snapshot

8.4 North America Wireless Audio Devices Market

8.4.1 U.S. Wireless Audio Devices Market

8.4.1.1 Product breakdown estimates & forecasts, 2020-2030

8.4.1.2 Technology breakdown estimates & forecasts, 2020-2030

8.4.1.3 Application breakdown estimates & forecasts, 2020-2030

8.4.2 Canada Wireless Audio Devices Market

8.5 Europe Wireless Audio Devices Market Snapshot

8.5.1 U.K. Wireless Audio Devices Market

8.5.2 Germany Wireless Audio Devices Market

8.5.3 France Wireless Audio Devices Market

- 8.5.4 Spain Wireless Audio Devices Market
- 8.5.5 Italy Wireless Audio Devices Market
- 8.5.6 Rest of Europe Wireless Audio Devices Market
- 8.6 Asia-Pacific Wireless Audio Devices Market Snapshot
 - 8.6.1 China Wireless Audio Devices Market
 - 8.6.2 India Wireless Audio Devices Market
 - 8.6.3 Japan Wireless Audio Devices Market
 - 8.6.4 Australia Wireless Audio Devices Market
 - 8.6.5 South Korea Wireless Audio Devices Market
 - 8.6.6 Rest of Asia Pacific Wireless Audio Devices Market
- 8.7 Latin America Wireless Audio Devices Market Snapshot
 - 8.7.1 Brazil Wireless Audio Devices Market
 - 8.7.2 Mexico Wireless Audio Devices Market
- 8.8 Middle East & Africa Wireless Audio Devices Market
 - 8.8.1 Saudi Arabia Wireless Audio Devices Market
 - 8.8.2 South Africa Wireless Audio Devices Market
 - 8.8.3 Rest of Middle East & Africa Wireless Audio Devices Market

CHAPTER 9 COMPETITIVE INTELLIGENCE

- 9.1 Key Company SWOT Analysis
 - 9.1.1 Company
 - 9.1.2 Company
 - 9.1.3 Company
- 9.2 Top Market Strategies
- 9.3 Company Profiles
 - 9.3.1 Apple Inc
 - 9.3.1.1 Key Information
 - 9.3.1.2 Overview
 - 9.3.1.3 Financial (Subject to Data Availability)
 - 9.3.1.4 Product Summary
 - 9.3.1.5 Recent Developments
 - 9.3.2 HARMAN International
 - 9.3.3 Bose Corporation
 - 9.3.4 Sonos, Inc.
 - 9.3.5 Sony Corporation
 - 9.3.6 Masimo
 - 9.3.7 Sennheiser electronic GmbH & Co. KG
 - 9.3.8 VOXX International Corp.

9.3.9 VIZIO, Inc.

9.3.10 Marshall Group

CHAPTER 10 RESEARCH PROCESS

10.1 Research Process

10.1.1 Data Mining

10.1.2 Analysis

10.1.3 Market Estimation

10.1.4 Validation

10.1.5 Publishing

10.2 Research Attributes

10.3 Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1 Global Wireless Audio Devices Market, report scope

TABLE 2 Global Wireless Audio Devices Market estimates & forecasts by region
2020-2030 (USD Billion)

TABLE 3 Global Wireless Audio Devices Market estimates & forecasts by Product
2020-2030 (USD Billion)

TABLE 4 Global Wireless Audio Devices Market estimates & forecasts by Technology
2020-2030 (USD Billion)

TABLE 5 Global Wireless Audio Devices Market estimates & forecasts by Application
2020-2030 (USD Billion)

TABLE 6 Global Wireless Audio Devices Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 7 Global Wireless Audio Devices Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 8 Global Wireless Audio Devices Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 9 Global Wireless Audio Devices Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 10 Global Wireless Audio Devices Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 11 Global Wireless Audio Devices Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 12 Global Wireless Audio Devices Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 13 Global Wireless Audio Devices Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 14 Global Wireless Audio Devices Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 15 Global Wireless Audio Devices Market by region, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 16 U.S. Wireless Audio Devices Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 17 U.S. Wireless Audio Devices Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 18 U.S. Wireless Audio Devices Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 19 Canada Wireless Audio Devices Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 20 Canada Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21 Canada Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 22 UK Wireless Audio Devices Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 23 UK Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24 UK Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 25 Germany Wireless Audio Devices Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 26 Germany Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27 Germany Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 28 France Wireless Audio Devices Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 29 France Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30 France Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 31 Italy Wireless Audio Devices Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 32 Italy Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33 Italy Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 34 Spain Wireless Audio Devices Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 35 Spain Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36 Spain Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 37 RoE Wireless Audio Devices Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 38 RoE Wireless Audio Devices Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 39 RoE Wireless Audio Devices Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 40 China Wireless Audio Devices Market estimates & forecasts, 2020-2030

(USD Billion)

TABLE 41 China Wireless Audio Devices Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 42 China Wireless Audio Devices Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 43 India Wireless Audio Devices Market estimates & forecasts, 2020-2030

(USD Billion)

TABLE 44 India Wireless Audio Devices Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 45 India Wireless Audio Devices Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 46 Japan Wireless Audio Devices Market estimates & forecasts, 2020-2030

(USD Billion)

TABLE 47 Japan Wireless Audio Devices Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 48 Japan Wireless Audio Devices Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 49 South Korea Wireless Audio Devices Market estimates & forecasts,

2020-2030 (USD Billion)

TABLE 50 South Korea Wireless Audio Devices Market estimates & forecasts by

segment 2020-2030 (USD Billion)

TABLE 51 South Korea Wireless Audio Devices Market estimates & forecasts by

segment 2020-2030 (USD Billion)

TABLE 52 Australia Wireless Audio Devices Market estimates & forecasts, 2020-2030

(USD Billion)

TABLE 53 Australia Wireless Audio Devices Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 54 Australia Wireless Audio Devices Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 55 RoAPAC Wireless Audio Devices Market estimates & forecasts, 2020-2030

(USD Billion)

TABLE 56 RoAPAC Wireless Audio Devices Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 57 RoAPAC Wireless Audio Devices Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 58 Brazil Wireless Audio Devices Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 59 Brazil Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60 Brazil Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 61 Mexico Wireless Audio Devices Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 62 Mexico Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63 Mexico Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 64 RoLA Wireless Audio Devices Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 65 RoLA Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66 RoLA Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 67 Saudi Arabia Wireless Audio Devices Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 68 South Africa Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69 RoMEA Wireless Audio Devices Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 70 List of secondary sources, used in the study of global Wireless Audio Devices Market

TABLE 71 List of primary sources, used in the study of global Wireless Audio Devices Market

TABLE 72 Years considered for the study

TABLE 73 Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1 Global Wireless Audio Devices Market, research methodology
 - FIG 2 Global Wireless Audio Devices Market, Market estimation techniques
 - FIG 3 Global Market size estimates & forecast methods
 - FIG 4 Global Wireless Audio Devices Market, key trends 2022
 - FIG 5 Global Wireless Audio Devices Market, growth prospects 2023-2030
 - FIG 6 Global Wireless Audio Devices Market, porters 5 force model
 - FIG 7 Global Wireless Audio Devices Market, pest analysis
 - FIG 8 Global Wireless Audio Devices Market, value chain analysis
 - FIG 9 Global Wireless Audio Devices Market by segment, 2020 & 2030 (USD Billion)
 - FIG 10 Global Wireless Audio Devices Market by segment, 2020 & 2030 (USD Billion)
 - FIG 11 Global Wireless Audio Devices Market by segment, 2020 & 2030 (USD Billion)
 - FIG 12 Global Wireless Audio Devices Market by segment, 2020 & 2030 (USD Billion)
 - FIG 13 Global Wireless Audio Devices Market by segment, 2020 & 2030 (USD Billion)
 - FIG 14 Global Wireless Audio Devices Market, regional snapshot 2020 & 2030
 - FIG 15 North America Wireless Audio Devices Market 2020 & 2030 (USD Billion)
 - FIG 16 Europe Wireless Audio Devices Market 2020 & 2030 (USD Billion)
 - FIG 17 Asia pacific Wireless Audio Devices Market 2020 & 2030 (USD Billion)
 - FIG 18 Latin America Wireless Audio Devices Market 2020 & 2030 (USD Billion)
 - FIG 19 Middle East & Africa Wireless Audio Devices Market 2020 & 2030 (USD Billion)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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