

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

<https://marketpublishers.com/r/GD5957BF0FABEN.html>

Date: February 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GD5957BF0FABEN

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

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