

Global Wireless Bluetooth Neck Mounted Speaker Market Research Report 2026(Status and Outlook)

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Abstracts

Wireless bluetooth neck-mounted speaker is a specially designed portable audio device that is usually hung on the user's neck, allowing users to enjoy music or other audio content anytime and anywhere. The wireless bluetooth neck-mounted speaker has the advantages of comfortable wearing, free movement, wireless connection, built-in functions, long battery life, clear sound quality, and multi-functional operation. It is suitable for outdoor activities, fitness, work and other occasions in daily life, bringing users convenient, high-quality audio experience.

The global Wireless Bluetooth Neck Mounted Speaker market size was estimated at USD 285.4 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 7.85% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Wireless Bluetooth Neck Mounted Speaker market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Wireless Bluetooth Neck Mounted Speaker market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational

status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Wireless Bluetooth Neck Mounted Speaker market.

Global Wireless Bluetooth Neck Mounted Speaker Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Samsung

Sony

Bose

JVC

Harman

Marshall Group

JBL

Edifier

Panasonic

H2O Audio

Mu6

Nank (Naenka)

Damson Global

INVISIO

Motorola

Shenzhen Grandsun Electronic
Soaiy
Swans
Shenzhen Shokz
Mengqu (Shenzhen) Technology

Market Segmentation (by Type)

With Microphone
Without Microphone

Market Segmentation (by Application)

Indoor
Outdoor

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Wireless Bluetooth Neck Mounted Speaker Market

Overview of the regional outlook of the Wireless Bluetooth Neck Mounted Speaker Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an 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 Wireless Bluetooth Neck Mounted Speaker Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the 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 6 provides the analysis of various market segments according to product types,

covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 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 capacity of each country in the world.

Chapter 9 shares the main producing countries of Wireless Bluetooth Neck Mounted Speaker, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Wireless Bluetooth Neck Mounted Speaker
- 1.2 Key Market Segments
 - 1.2.1 Wireless Bluetooth Neck Mounted Speaker Segment by Type
 - 1.2.2 Wireless Bluetooth Neck Mounted Speaker Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 WIRELESS BLUETOOTH NECK MOUNTED SPEAKER MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Wireless Bluetooth Neck Mounted Speaker Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global Wireless Bluetooth Neck Mounted Speaker Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 WIRELESS BLUETOOTH NECK MOUNTED SPEAKER MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Wireless Bluetooth Neck Mounted Speaker Product Life Cycle
- 3.3 Global Wireless Bluetooth Neck Mounted Speaker Sales by Manufacturers (2020-2025)
- 3.4 Global Wireless Bluetooth Neck Mounted Speaker Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Wireless Bluetooth Neck Mounted Speaker Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Wireless Bluetooth Neck Mounted Speaker Average Price by Manufacturers (2020-2025)

- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Wireless Bluetooth Neck Mounted Speaker Market Competitive Situation and Trends
 - 3.8.1 Wireless Bluetooth Neck Mounted Speaker Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest Wireless Bluetooth Neck Mounted Speaker Players
- Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 WIRELESS BLUETOOTH NECK MOUNTED SPEAKER INDUSTRY CHAIN ANALYSIS

- 4.1 Wireless Bluetooth Neck Mounted Speaker Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF WIRELESS BLUETOOTH NECK MOUNTED SPEAKER MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Wireless Bluetooth Neck Mounted Speaker Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Wireless Bluetooth Neck Mounted Speaker Market
- 5.7 ESG Ratings of Leading Companies

6 WIRELESS BLUETOOTH NECK MOUNTED SPEAKER MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Type (2020-2025)
- 6.3 Global Wireless Bluetooth Neck Mounted Speaker Market Size by Type (2020-2025)
- 6.4 Global Wireless Bluetooth Neck Mounted Speaker Price by Type (2020-2025)

7 WIRELESS BLUETOOTH NECK MOUNTED SPEAKER MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Wireless Bluetooth Neck Mounted Speaker Market Sales by Application (2020-2025)
- 7.3 Global Wireless Bluetooth Neck Mounted Speaker Market Size (M USD) by Application (2020-2025)
- 7.4 Global Wireless Bluetooth Neck Mounted Speaker Sales Growth Rate by Application (2020-2025)

8 WIRELESS BLUETOOTH NECK MOUNTED SPEAKER MARKET SALES BY REGION

- 8.1 Global Wireless Bluetooth Neck Mounted Speaker Sales by Region
 - 8.1.1 Global Wireless Bluetooth Neck Mounted Speaker Sales by Region
 - 8.1.2 Global Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Region
- 8.2 Global Wireless Bluetooth Neck Mounted Speaker Market Size by Region
 - 8.2.1 Global Wireless Bluetooth Neck Mounted Speaker Market Size by Region
 - 8.2.2 Global Wireless Bluetooth Neck Mounted Speaker Market Size by Region
- 8.3 North America
 - 8.3.1 North America Wireless Bluetooth Neck Mounted Speaker Sales by Country
 - 8.3.2 North America Wireless Bluetooth Neck Mounted Speaker Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview

8.4 Europe

- 8.4.1 Europe Wireless Bluetooth Neck Mounted Speaker Sales by Country
- 8.4.2 Europe Wireless Bluetooth Neck Mounted Speaker Market Size by Country
- 8.4.3 Germany Market Overview
- 8.4.4 France Market Overview
- 8.4.5 U.K. Market Overview
- 8.4.6 Italy Market Overview
- 8.4.7 Spain Market Overview

8.5 Asia Pacific

- 8.5.1 Asia Pacific Wireless Bluetooth Neck Mounted Speaker Sales by Region
- 8.5.2 Asia Pacific Wireless Bluetooth Neck Mounted Speaker Market Size by Region
- 8.5.3 China Market Overview
- 8.5.4 Japan Market Overview
- 8.5.5 South Korea Market Overview
- 8.5.6 India Market Overview
- 8.5.7 Southeast Asia Market Overview

8.6 South America

- 8.6.1 South America Wireless Bluetooth Neck Mounted Speaker Sales by Country
- 8.6.2 South America Wireless Bluetooth Neck Mounted Speaker Market Size by Country
- 8.6.3 Brazil Market Overview
- 8.6.4 Argentina Market Overview
- 8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Wireless Bluetooth Neck Mounted Speaker Sales by Region
- 8.7.2 Middle East and Africa Wireless Bluetooth Neck Mounted Speaker Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 WIRELESS BLUETOOTH NECK MOUNTED SPEAKER MARKET PRODUCTION BY REGION

9.1 Global Production of Wireless Bluetooth Neck Mounted Speaker by Region(2020-2025)

9.2 Global Wireless Bluetooth Neck Mounted Speaker Revenue Market Share by Region (2020-2025)

9.3 Global Wireless Bluetooth Neck Mounted Speaker Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Wireless Bluetooth Neck Mounted Speaker Production

9.4.1 North America Wireless Bluetooth Neck Mounted Speaker Production Growth Rate (2020-2025)

9.4.2 North America Wireless Bluetooth Neck Mounted Speaker Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Wireless Bluetooth Neck Mounted Speaker Production

9.5.1 Europe Wireless Bluetooth Neck Mounted Speaker Production Growth Rate (2020-2025)

9.5.2 Europe Wireless Bluetooth Neck Mounted Speaker Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Wireless Bluetooth Neck Mounted Speaker Production (2020-2025)

9.6.1 Japan Wireless Bluetooth Neck Mounted Speaker Production Growth Rate (2020-2025)

9.6.2 Japan Wireless Bluetooth Neck Mounted Speaker Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Wireless Bluetooth Neck Mounted Speaker Production (2020-2025)

9.7.1 China Wireless Bluetooth Neck Mounted Speaker Production Growth Rate (2020-2025)

9.7.2 China Wireless Bluetooth Neck Mounted Speaker Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Samsung

10.1.1 Samsung Basic Information

10.1.2 Samsung Wireless Bluetooth Neck Mounted Speaker Product Overview

10.1.3 Samsung Wireless Bluetooth Neck Mounted Speaker Product Market Performance

10.1.4 Samsung Business Overview

10.1.5 Samsung SWOT Analysis

10.1.6 Samsung Recent Developments

10.2 Sony

10.2.1 Sony Basic Information

10.2.2 Sony Wireless Bluetooth Neck Mounted Speaker Product Overview

10.2.3 Sony Wireless Bluetooth Neck Mounted Speaker Product Market Performance

- 10.2.4 Sony Business Overview
- 10.2.5 Sony SWOT Analysis
- 10.2.6 Sony Recent Developments
- 10.3 Bose
 - 10.3.1 Bose Basic Information
 - 10.3.2 Bose Wireless Bluetooth Neck Mounted Speaker Product Overview
 - 10.3.3 Bose Wireless Bluetooth Neck Mounted Speaker Product Market Performance
 - 10.3.4 Bose Business Overview
 - 10.3.5 Bose SWOT Analysis
 - 10.3.6 Bose Recent Developments
- 10.4 JVC
 - 10.4.1 JVC Basic Information
 - 10.4.2 JVC Wireless Bluetooth Neck Mounted Speaker Product Overview
 - 10.4.3 JVC Wireless Bluetooth Neck Mounted Speaker Product Market Performance
 - 10.4.4 JVC Business Overview
 - 10.4.5 JVC Recent Developments
- 10.5 Harman
 - 10.5.1 Harman Basic Information
 - 10.5.2 Harman Wireless Bluetooth Neck Mounted Speaker Product Overview
 - 10.5.3 Harman Wireless Bluetooth Neck Mounted Speaker Product Market Performance
 - 10.5.4 Harman Business Overview
 - 10.5.5 Harman Recent Developments
- 10.6 Marshall Group
 - 10.6.1 Marshall Group Basic Information
 - 10.6.2 Marshall Group Wireless Bluetooth Neck Mounted Speaker Product Overview
 - 10.6.3 Marshall Group Wireless Bluetooth Neck Mounted Speaker Product Market Performance
 - 10.6.4 Marshall Group Business Overview
 - 10.6.5 Marshall Group Recent Developments
- 10.7 JBL
 - 10.7.1 JBL Basic Information
 - 10.7.2 JBL Wireless Bluetooth Neck Mounted Speaker Product Overview
 - 10.7.3 JBL Wireless Bluetooth Neck Mounted Speaker Product Market Performance
 - 10.7.4 JBL Business Overview
 - 10.7.5 JBL Recent Developments
- 10.8 Edifier
 - 10.8.1 Edifier Basic Information
 - 10.8.2 Edifier Wireless Bluetooth Neck Mounted Speaker Product Overview

- 10.8.3 Edifier Wireless Bluetooth Neck Mounted Speaker Product Market Performance
- 10.8.4 Edifier Business Overview
- 10.8.5 Edifier Recent Developments
- 10.9 Panasonic
 - 10.9.1 Panasonic Basic Information
 - 10.9.2 Panasonic Wireless Bluetooth Neck Mounted Speaker Product Overview
 - 10.9.3 Panasonic Wireless Bluetooth Neck Mounted Speaker Product Market Performance
 - 10.9.4 Panasonic Business Overview
 - 10.9.5 Panasonic Recent Developments
- 10.10 H2O Audio
 - 10.10.1 H2O Audio Basic Information
 - 10.10.2 H2O Audio Wireless Bluetooth Neck Mounted Speaker Product Overview
 - 10.10.3 H2O Audio Wireless Bluetooth Neck Mounted Speaker Product Market Performance
 - 10.10.4 H2O Audio Business Overview
 - 10.10.5 H2O Audio Recent Developments
- 10.11 Mu6
 - 10.11.1 Mu6 Basic Information
 - 10.11.2 Mu6 Wireless Bluetooth Neck Mounted Speaker Product Overview
 - 10.11.3 Mu6 Wireless Bluetooth Neck Mounted Speaker Product Market Performance
 - 10.11.4 Mu6 Business Overview
 - 10.11.5 Mu6 Recent Developments
- 10.12 Nank (Naenka)
 - 10.12.1 Nank (Naenka) Basic Information
 - 10.12.2 Nank (Naenka) Wireless Bluetooth Neck Mounted Speaker Product Overview
 - 10.12.3 Nank (Naenka) Wireless Bluetooth Neck Mounted Speaker Product Market Performance
 - 10.12.4 Nank (Naenka) Business Overview
 - 10.12.5 Nank (Naenka) Recent Developments
- 10.13 Damson Global
 - 10.13.1 Damson Global Basic Information
 - 10.13.2 Damson Global Wireless Bluetooth Neck Mounted Speaker Product Overview
 - 10.13.3 Damson Global Wireless Bluetooth Neck Mounted Speaker Product Market Performance
 - 10.13.4 Damson Global Business Overview
 - 10.13.5 Damson Global Recent Developments
- 10.14 INVISIO
 - 10.14.1 INVISIO Basic Information

10.14.2 INVISIO Wireless Bluetooth Neck Mounted Speaker Product Overview

10.14.3 INVISIO Wireless Bluetooth Neck Mounted Speaker Product Market

Performance

10.14.4 INVISIO Business Overview

10.14.5 INVISIO Recent Developments

10.15 Motorola

10.15.1 Motorola Basic Information

10.15.2 Motorola Wireless Bluetooth Neck Mounted Speaker Product Overview

10.15.3 Motorola Wireless Bluetooth Neck Mounted Speaker Product Market

Performance

10.15.4 Motorola Business Overview

10.15.5 Motorola Recent Developments

10.16 Shenzhen Grandsun Electronic

10.16.1 Shenzhen Grandsun Electronic Basic Information

10.16.2 Shenzhen Grandsun Electronic Wireless Bluetooth Neck Mounted Speaker

Product Overview

10.16.3 Shenzhen Grandsun Electronic Wireless Bluetooth Neck Mounted Speaker

Product Market Performance

10.16.4 Shenzhen Grandsun Electronic Business Overview

10.16.5 Shenzhen Grandsun Electronic Recent Developments

10.17 Soaiy

10.17.1 Soaiy Basic Information

10.17.2 Soaiy Wireless Bluetooth Neck Mounted Speaker Product Overview

10.17.3 Soaiy Wireless Bluetooth Neck Mounted Speaker Product Market

Performance

10.17.4 Soaiy Business Overview

10.17.5 Soaiy Recent Developments

10.18 Swans

10.18.1 Swans Basic Information

10.18.2 Swans Wireless Bluetooth Neck Mounted Speaker Product Overview

10.18.3 Swans Wireless Bluetooth Neck Mounted Speaker Product Market

Performance

10.18.4 Swans Business Overview

10.18.5 Swans Recent Developments

10.19 Shenzhen Shokz

10.19.1 Shenzhen Shokz Basic Information

10.19.2 Shenzhen Shokz Wireless Bluetooth Neck Mounted Speaker Product

Overview

10.19.3 Shenzhen Shokz Wireless Bluetooth Neck Mounted Speaker Product Market

Performance

10.19.4 Shenzhen Shokz Business Overview

10.19.5 Shenzhen Shokz Recent Developments

10.20 Mengqu (Shenzhen) Technology

10.20.1 Mengqu (Shenzhen) Technology Basic Information

10.20.2 Mengqu (Shenzhen) Technology Wireless Bluetooth Neck Mounted Speaker

Product Overview

10.20.3 Mengqu (Shenzhen) Technology Wireless Bluetooth Neck Mounted Speaker

Product Market Performance

10.20.4 Mengqu (Shenzhen) Technology Business Overview

10.20.5 Mengqu (Shenzhen) Technology Recent Developments

11 WIRELESS BLUETOOTH NECK MOUNTED SPEAKER MARKET FORECAST BY REGION

11.1 Global Wireless Bluetooth Neck Mounted Speaker Market Size Forecast

11.2 Global Wireless Bluetooth Neck Mounted Speaker Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Wireless Bluetooth Neck Mounted Speaker Market Size Forecast by Country

11.2.3 Asia Pacific Wireless Bluetooth Neck Mounted Speaker Market Size Forecast by Region

11.2.4 South America Wireless Bluetooth Neck Mounted Speaker Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Wireless Bluetooth Neck Mounted Speaker by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Wireless Bluetooth Neck Mounted Speaker Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Wireless Bluetooth Neck Mounted Speaker by Type (2026-2035)

12.1.2 Global Wireless Bluetooth Neck Mounted Speaker Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Wireless Bluetooth Neck Mounted Speaker by Type (2026-2035)

12.2 Global Wireless Bluetooth Neck Mounted Speaker Market Forecast by Application (2026-2035)

12.2.1 Global Wireless Bluetooth Neck Mounted Speaker Sales (K Units) Forecast by Application

12.2.2 Global Wireless Bluetooth Neck Mounted Speaker Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Wireless Bluetooth Neck Mounted Speaker Market Size by Type (M USD)

Table 4. Global Wireless Bluetooth Neck Mounted Speaker Market Size by Application

Table 5. Wireless Bluetooth Neck Mounted Speaker Market Size Comparison by Region (M USD)

Table 6. Global Wireless Bluetooth Neck Mounted Speaker Sales (K Units) by Manufacturers (2020-2025)

Table 7. Global Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Manufacturers (2020-2025)

Table 8. Global Wireless Bluetooth Neck Mounted Speaker Revenue (M USD) by Manufacturers (2020-2025)

Table 9. Global Wireless Bluetooth Neck Mounted Speaker Revenue Share by Manufacturers (2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Wireless Bluetooth Neck Mounted Speaker as of 2025)

Table 11. Global Market Wireless Bluetooth Neck Mounted Speaker Average Price (USD/Unit) of Key Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Wireless Bluetooth Neck Mounted Speaker Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Wireless Bluetooth Neck Mounted Speaker Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 26. Global Wireless Bluetooth Neck Mounted Speaker Sales by Type (K Units)

Table 27. Global Wireless Bluetooth Neck Mounted Speaker Market Size by Type (M USD)

Table 28. Global Wireless Bluetooth Neck Mounted Speaker Sales (K Units) by Type (2020-2025)

Table 29. Global Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Type (2020-2025)

Table 30. Global Wireless Bluetooth Neck Mounted Speaker Market Size (M USD) by Type (2020-2025)

Table 31. Global Wireless Bluetooth Neck Mounted Speaker Market Share by Type (2020-2025)

Table 32. Global Wireless Bluetooth Neck Mounted Speaker Price (USD/Unit) by Type (2020-2025)

Table 33. Global Wireless Bluetooth Neck Mounted Speaker Sales (K Units) by Application

Table 34. Global Wireless Bluetooth Neck Mounted Speaker Market Size by Application

Table 35. Global Wireless Bluetooth Neck Mounted Speaker Sales by Application (2020-2025) & (K Units)

Table 36. Global Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Application (2020-2025)

Table 37. Global Wireless Bluetooth Neck Mounted Speaker Market Size by Application (2020-2025) & (M USD)

Table 38. Global Wireless Bluetooth Neck Mounted Speaker Market Share by Application (2020-2025)

Table 39. Global Wireless Bluetooth Neck Mounted Speaker Sales Growth Rate by Application (2020-2025)

Table 40. Global Wireless Bluetooth Neck Mounted Speaker Sales by Region (2020-2025) & (K Units)

Table 41. Global Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Region (2020-2025)

Table 42. Global Wireless Bluetooth Neck Mounted Speaker Market Size by Region (2020-2025) & (M USD)

Table 43. Global Wireless Bluetooth Neck Mounted Speaker Market Size by Region (2020-2025)

Table 44. North America Wireless Bluetooth Neck Mounted Speaker Sales by Country (2020-2025) & (K Units)

Table 45. North America Wireless Bluetooth Neck Mounted Speaker Market Size by Country (2020-2025) & (M USD)

Table 46. Europe Wireless Bluetooth Neck Mounted Speaker Sales by Country

(2020-2025) & (K Units)

Table 47. Europe Wireless Bluetooth Neck Mounted Speaker Market Size by Country (2020-2025) & (M USD)

Table 48. Asia Pacific Wireless Bluetooth Neck Mounted Speaker Sales by Region (2020-2025) & (K Units)

Table 49. Asia Pacific Wireless Bluetooth Neck Mounted Speaker Market Size by Region (2020-2025) & (M USD)

Table 50. South America Wireless Bluetooth Neck Mounted Speaker Sales by Country (2020-2025) & (K Units)

Table 51. South America Wireless Bluetooth Neck Mounted Speaker Market Size by Country (2020-2025) & (M USD)

Table 52. Middle East and Africa Wireless Bluetooth Neck Mounted Speaker Sales by Region (2020-2025) & (K Units)

Table 53. Middle East and Africa Wireless Bluetooth Neck Mounted Speaker Market Size by Region (2020-2025) & (M USD)

Table 54. Global Wireless Bluetooth Neck Mounted Speaker Production (K Units) by Region(2020-2025)

Table 55. Global Wireless Bluetooth Neck Mounted Speaker Revenue (US\$ Million) by Region (2020-2025)

Table 56. Global Wireless Bluetooth Neck Mounted Speaker Revenue Market Share by Region (2020-2025)

Table 57. Global Wireless Bluetooth Neck Mounted Speaker Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. North America Wireless Bluetooth Neck Mounted Speaker Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Europe Wireless Bluetooth Neck Mounted Speaker Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. Japan Wireless Bluetooth Neck Mounted Speaker Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. China Wireless Bluetooth Neck Mounted Speaker Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. Samsung Basic Information

Table 63. Samsung Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 64. Samsung Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. Samsung Business Overview

Table 66. Samsung SWOT Analysis

Table 67. Samsung Recent Developments

Table 68. Sony Basic Information

Table 69. Sony Wireless Bluetooth Neck Mounted Speaker Product Overview
Table 70. Sony Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 71. Sony Business Overview
Table 72. Sony SWOT Analysis
Table 73. Sony Recent Developments
Table 74. Bose Basic Information
Table 75. Bose Wireless Bluetooth Neck Mounted Speaker Product Overview
Table 76. Bose Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 77. Bose Business Overview
Table 78. Bose SWOT Analysis
Table 79. Bose Recent Developments
Table 80. JVC Basic Information
Table 81. JVC Wireless Bluetooth Neck Mounted Speaker Product Overview
Table 82. JVC Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 83. JVC Business Overview
Table 84. JVC Recent Developments
Table 85. Harman Basic Information
Table 86. Harman Wireless Bluetooth Neck Mounted Speaker Product Overview
Table 87. Harman Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 88. Harman Business Overview
Table 89. Harman Recent Developments
Table 90. Marshall Group Basic Information
Table 91. Marshall Group Wireless Bluetooth Neck Mounted Speaker Product Overview
Table 92. Marshall Group Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 93. Marshall Group Business Overview
Table 94. Marshall Group Recent Developments
Table 95. JBL Basic Information
Table 96. JBL Wireless Bluetooth Neck Mounted Speaker Product Overview
Table 97. JBL Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 98. JBL Business Overview
Table 99. JBL Recent Developments
Table 100. Edifier Basic Information
Table 101. Edifier Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 102. Edifier Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 103. Edifier Business Overview

Table 104. Edifier Recent Developments

Table 105. Panasonic Basic Information

Table 106. Panasonic Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 107. Panasonic Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. Panasonic Business Overview

Table 109. Panasonic Recent Developments

Table 110. H2O Audio Basic Information

Table 111. H2O Audio Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 112. H2O Audio Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 113. H2O Audio Business Overview

Table 114. H2O Audio Recent Developments

Table 115. Mu6 Basic Information

Table 116. Mu6 Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 117. Mu6 Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 118. Mu6 Business Overview

Table 119. Mu6 Recent Developments

Table 120. Nank (Naenka) Basic Information

Table 121. Nank (Naenka) Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 122. Nank (Naenka) Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 123. Nank (Naenka) Business Overview

Table 124. Nank (Naenka) Recent Developments

Table 125. Damson Global Basic Information

Table 126. Damson Global Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 127. Damson Global Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 128. Damson Global Business Overview

Table 129. Damson Global Recent Developments

Table 130. INVISIO Basic Information

Table 131. INVISIO Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 132. INVISIO Wireless Bluetooth Neck Mounted Speaker Sales (K Units),

Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 133. INVISIO Business Overview

Table 134. INVISIO Recent Developments

Table 135. Motorola Basic Information

Table 136. Motorola Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 137. Motorola Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 138. Motorola Business Overview

Table 139. Motorola Recent Developments

Table 140. Shenzhen Grandsun Electronic Basic Information

Table 141. Shenzhen Grandsun Electronic Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 142. Shenzhen Grandsun Electronic Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 143. Shenzhen Grandsun Electronic Business Overview

Table 144. Shenzhen Grandsun Electronic Recent Developments

Table 145. Soaiy Basic Information

Table 146. Soaiy Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 147. Soaiy Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 148. Soaiy Business Overview

Table 149. Soaiy Recent Developments

Table 150. Swans Basic Information

Table 151. Swans Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 152. Swans Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 153. Swans Business Overview

Table 154. Swans Recent Developments

Table 155. Shenzhen Shokz Basic Information

Table 156. Shenzhen Shokz Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 157. Shenzhen Shokz Wireless Bluetooth Neck Mounted Speaker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 158. Shenzhen Shokz Business Overview

Table 159. Shenzhen Shokz Recent Developments

Table 160. Mengqu (Shenzhen) Technology Basic Information

Table 161. Mengqu (Shenzhen) Technology Wireless Bluetooth Neck Mounted Speaker Product Overview

Table 162. Mengqu (Shenzhen) Technology Wireless Bluetooth Neck Mounted Speaker

Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 163. Mengqu (Shenzhen) Technology Business Overview

Table 164. Mengqu (Shenzhen) Technology Recent Developments

Table 165. Global Wireless Bluetooth Neck Mounted Speaker Sales Forecast by Region (2026-2035) & (K Units)

Table 166. Global Wireless Bluetooth Neck Mounted Speaker Market Size Forecast by Region (2026-2035) & (M USD)

Table 167. North America Wireless Bluetooth Neck Mounted Speaker Sales Forecast by Country (2026-2035) & (K Units)

Table 168. North America Wireless Bluetooth Neck Mounted Speaker Market Size Forecast by Country (2026-2035) & (M USD)

Table 169. Europe Wireless Bluetooth Neck Mounted Speaker Sales Forecast by Country (2026-2035) & (K Units)

Table 170. Europe Wireless Bluetooth Neck Mounted Speaker Market Size Forecast by Country (2026-2035) & (M USD)

Table 171. Asia Pacific Wireless Bluetooth Neck Mounted Speaker Sales Forecast by Region (2026-2035) & (K Units)

Table 172. Asia Pacific Wireless Bluetooth Neck Mounted Speaker Market Size Forecast by Region (2026-2035) & (M USD)

Table 173. South America Wireless Bluetooth Neck Mounted Speaker Sales Forecast by Country (2026-2035) & (K Units)

Table 174. South America Wireless Bluetooth Neck Mounted Speaker Market Size Forecast by Country (2026-2035) & (M USD)

Table 175. Middle East and Africa Wireless Bluetooth Neck Mounted Speaker Sales Forecast by Country (2026-2035) & (Units)

Table 176. Middle East and Africa Wireless Bluetooth Neck Mounted Speaker Market Size Forecast by Country (2026-2035) & (M USD)

Table 177. Global Wireless Bluetooth Neck Mounted Speaker Sales Forecast by Type (2026-2035) & (K Units)

Table 178. Global Wireless Bluetooth Neck Mounted Speaker Market Size Forecast by Type (2026-2035) & (M USD)

Table 179. Global Wireless Bluetooth Neck Mounted Speaker Price Forecast by Type (2026-2035) & (USD/Unit)

Table 180. Global Wireless Bluetooth Neck Mounted Speaker Sales (K Units) Forecast by Application (2026-2035)

Table 181. Global Wireless Bluetooth Neck Mounted Speaker Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Wireless Bluetooth Neck Mounted Speaker
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Wireless Bluetooth Neck Mounted Speaker Market Size (M USD), 2025-2035
- Figure 5. Global Wireless Bluetooth Neck Mounted Speaker Market Size (M USD) (2020-2035)
- Figure 6. Global Wireless Bluetooth Neck Mounted Speaker Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Wireless Bluetooth Neck Mounted Speaker Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Wireless Bluetooth Neck Mounted Speaker Product Life Cycle
- Figure 13. Wireless Bluetooth Neck Mounted Speaker Sales Share by Manufacturers in 2025
- Figure 14. Global Wireless Bluetooth Neck Mounted Speaker Revenue Share by Manufacturers in 2025
- Figure 15. Wireless Bluetooth Neck Mounted Speaker Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Wireless Bluetooth Neck Mounted Speaker Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Wireless Bluetooth Neck Mounted Speaker Revenue in 2025
- Figure 18. Industry Chain Map of Wireless Bluetooth Neck Mounted Speaker
- Figure 19. Global Wireless Bluetooth Neck Mounted Speaker Market PEST Analysis
- Figure 20. Global Wireless Bluetooth Neck Mounted Speaker Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Wireless Bluetooth Neck Mounted Speaker Market Share by Type

Figure 27. Sales Market Share of Wireless Bluetooth Neck Mounted Speaker by Type (2020-2025)

Figure 28. Sales Market Share of Wireless Bluetooth Neck Mounted Speaker by Type in 2025

Figure 29. Market Share of Wireless Bluetooth Neck Mounted Speaker by Type (2020-2025)

Figure 30. Market Share of Wireless Bluetooth Neck Mounted Speaker by Type in 2025

Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 32. Global Wireless Bluetooth Neck Mounted Speaker Market Share by Application

Figure 33. Global Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Application (2020-2025)

Figure 34. Global Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Application in 2025

Figure 35. Global Wireless Bluetooth Neck Mounted Speaker Market Share by Application (2020-2025)

Figure 36. Global Wireless Bluetooth Neck Mounted Speaker Market Share by Application in 2025

Figure 37. Global Wireless Bluetooth Neck Mounted Speaker Sales Growth Rate by Application (2020-2025)

Figure 38. Global Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Region (2020-2025)

Figure 39. Global Wireless Bluetooth Neck Mounted Speaker Market Size by Region (2020-2025)

Figure 40. North America Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Country in 2024

Figure 43. North America Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Wireless Bluetooth Neck Mounted Speaker Market Size by Country in 2024

Figure 45. U.S. Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Wireless Bluetooth Neck Mounted Speaker Sales (K Units) and

Growth Rate (2020-2025)

Figure 48. Canada Wireless Bluetooth Neck Mounted Speaker Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Wireless Bluetooth Neck Mounted Speaker Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Wireless Bluetooth Neck Mounted Speaker Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Country in 2024

Figure 53. Europe Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Wireless Bluetooth Neck Mounted Speaker Market Size by Country in 2024

Figure 55. Germany Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Region in 2024

Figure 67. Asia Pacific Wireless Bluetooth Neck Mounted Speaker Market Size by Region in 2024

Figure 68. China Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (K Units)

Figure 79. South America Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Country in 2024

Figure 80. South America Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (M USD)

Figure 81. South America Wireless Bluetooth Neck Mounted Speaker Market Size by Country in 2024

Figure 82. Brazil Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate

(2020-2025) & (K Units)

Figure 87. Columbia Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Wireless Bluetooth Neck Mounted Speaker Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Wireless Bluetooth Neck Mounted Speaker Market Size by Region in 2024

Figure 92. Saudi Arabia Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Wireless Bluetooth Neck Mounted Speaker Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Wireless Bluetooth Neck Mounted Speaker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Wireless Bluetooth Neck Mounted Speaker Production Market Share by Region (2020-2025)

Figure 103. North America Wireless Bluetooth Neck Mounted Speaker Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Wireless Bluetooth Neck Mounted Speaker Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Wireless Bluetooth Neck Mounted Speaker Production (K Units) Growth Rate (2020-2025)

Figure 106. China Wireless Bluetooth Neck Mounted Speaker Production (K Units)
Growth Rate (2020-2025)

Figure 107. Global Wireless Bluetooth Neck Mounted Speaker Sales Forecast by
Volume (2020-2035) & (K Units)

Figure 108. Global Wireless Bluetooth Neck Mounted Speaker Market Size Forecast by
Value (2020-2035) & (M USD)

Figure 109. Global Wireless Bluetooth Neck Mounted Speaker Sales Market Share
Forecast by Type (2026-2035)

Figure 110. Global Wireless Bluetooth Neck Mounted Speaker Market Share Forecast
by Type (2026-2035)

Figure 111. Global Wireless Bluetooth Neck Mounted Speaker Sales Forecast by
Application (2026-2035)

Figure 112. Global Wireless Bluetooth Neck Mounted Speaker Market Share Forecast
by Application (2026-2035)

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