

Global Wireless Audio Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G903B59DEECEN.html>

Date: January 2024

Pages: 133

Price: US\$ 3,480.00 (Single User License)

ID: G903B59DEECEN

Abstracts

According to our (Global Info Research) latest study, the global Wireless Audio market size was valued at USD 21600 million in 2023 and is forecast to a readjusted size of USD 40200 million by 2030 with a CAGR of 9.3% during review period.

The Global Wireless audio devices market are used to transmit and receive various audio signals through wireless technologies, namely, Wi-Fi, Bluetooth, and AirPlay, among others. Wireless headphones, microphones, speakers, sound bars, and audio systems, radio tuners, and others are various types of wireless audio devices available in the market. Increasing penetration of infotainment devices, rising adoption of mobile devices, and increasing applications of wireless audio devices in the commercial sector including, events, shows, call centers, and others are the key driving factors of the market. Stringent government regulations have been imposed regarding the frequency range of audio devices. In addition, use of these devices at more than 85 decibels (dB) for 8 hours or more could adversely affect hearing ability of users. These factors restrict the expansion of the market. However, rapid technological advancement and increasing need for convenience such as ease in portability and remote accessibility among customers would generate significant opportunities for market players.

Global Wireless Audio key players include Apple (Beats), SAMSUNG (Harman), Google, Amazon, Sonos, etc. Global top five manufacturers hold a share about 60%. North America is the largest market, with a share over 40%, followed by Europe and Asia-Pacific, both have a share about 30 percent. In terms of product, Wireless Headphones& Earphones is the largest segment, with a share about 50%. And in terms of application, the largest application is Consumer and Home, followed by Commercial, and Automotive.

The Global Info Research report includes an overview of the development of the Wireless Audio industry chain, the market status of Consumer and Home (Sound Bar and Wireless Speakers, Wireless Headphones& Earphones), Commercial (Sound Bar and Wireless Speakers, Wireless Headphones& Earphones), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Wireless Audio.

Regionally, the report analyzes the Wireless Audio markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Wireless Audio market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Wireless Audio market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Wireless Audio industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Sound Bar and Wireless Speakers, Wireless Headphones& Earphones).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Wireless Audio market.

Regional Analysis: The report involves examining the Wireless Audio market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Wireless Audio market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Wireless Audio:

Company Analysis: Report covers individual Wireless Audio manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Wireless Audio. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Consumer and Home, Commercial).

Technology Analysis: Report covers specific technologies relevant to Wireless Audio. It assesses the current state, advancements, and potential future developments in Wireless Audio areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Wireless Audio market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Wireless Audio market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Sound Bar and Wireless Speakers

Wireless Headphones & Earphones

Wireless Microphone

Market segment by Application

Consumer and Home

Commercial

Automotive

Others

Major players covered

Apple (Beats)

LG

Bose

SAMSUNG (Harman)

Logitech (Jaybird)

Plantronics

Sennheiser

Sonos

DEI

Vizio

Boston

Sony

Shure

VOXX

Philips

YAMAHA

Jabra

Amazon

Google

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Wireless Audio product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Wireless Audio, with price, sales, revenue and global market share of Wireless Audio from 2019 to 2024.

Chapter 3, the Wireless Audio competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Wireless Audio breakdown data are shown at the regional level, to show

the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Wireless Audio market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Wireless Audio.

Chapter 14 and 15, to describe Wireless Audio sales channel, distributors, customers, research findings and conclusion.

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