

U.S. Portable Consumer Electronics Market Size, Share & Trends Analysis Report By Product (Wearable Devices, Portable Personal Styling & Grooming Devices), By Distribution Channel (Offline, Online), And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. portable consumer electronics market size was estimated at USD 52.26 billion in 2025 and is projected to reach USD 107.86 billion by 2033, growing at a CAGR of 9.9% from 2026 to 2033. The market growth is driven by rapid technological advancements, rising disposable incomes, and increasing consumer demand for wearable devices and portable gaming and entertainment devices.

The U.S. portable electronic devices industry is expected to grow due to advancements in Artificial Intelligence (AI), the Internet of Things (IoT), and 5G connectivity. This results in rapid innovation in complex and interconnected portable devices. At the same time, digitalization across industries, increasing reliance on electronic devices, and the growth of online streaming platforms are all contributing to this trend. This is increasing the demand for portable devices, including audio products, wearables, and other entertainment gadgets in the U.S.

Wearable and portable audio devices, such as Bluetooth headphones, true wireless earbuds, smartwatches, smart rings, and smart glasses, are gaining traction and attracting more tech-savvy customers in the U.S. compared to traditional devices. An increasing number of users are adopting smart rings for health monitoring. Moreover, the latest smart glasses integrate features such as augmented reality overlays, real-time navigation, language translation, and immersive content directly on the display. For example, in September 2025, Meta introduced the Meta Ray-Ban glasses, featuring advanced AI glasses and a full-color, high-resolution display. These emerging

technologies are expected to drive the portable consumer electronics industry in the U.S.

The U.S. portable consumer electronics market is also influenced by gaming trends, including PC gaming on the go, innovations in gaming consoles, handheld gaming, and changing lifestyle trends, as well as rapid technological advancements. Gaming devices with unique console designs, powerful AMD or Intel processors, better OLED and high-refresh-rate screens, and longer battery life attract many young and middle-aged customers. Online gaming and new product launches in this category are also expected to fuel the growth of the U.S. portable consumer electronics industry.

U.S. Portable Consumer Electronics Market Report Segmentation

This report forecasts revenue growth at the country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. portable consumer electronics market report based on product, and distribution channel:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Portable Audio & Entertainment Devices

Portable Bluetooth Speakers

Portable Media Players

Handheld Gaming Consoles

True Wireless Earbuds (TWS)

Bluetooth Headphones

Others

Wearable Devices

Smartwatches & Fitness Bands

Smart Rings

Smart Glasses

Wearable Cameras

Portable Personal Styling & Grooming Devices

Hair Dryers

Hair Straightener

Curling Irons

Crimpers and Wavers

Hot Rollers

Electric Shavers

Electric Toothbrushes

Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Offline

Exclusive Brand Stores

Hypermarkets & Supermarkets

Multi-Brand Stores

Others

Online

E-Commerce Platforms

Company Websites

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