

# **Wireless Earphone Market Size, Share & Trends Analysis Report By Application (Virtual Reality, Music & Entertainment), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2020 - 2027**

<https://marketpublishers.com/r/W892056A1062EN.html>

Date: June 2020

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: W892056A1062EN

## **Abstracts**

### Wireless Earphone Market Growth & Trends

The global wireless earphone market size is anticipated to reach USD 3.41 billion by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 5.8% from 2020 to 2027. Increasing adoption of wireless earphones among consumers to multitask while listening or watching music and entertainment videos is a key factor driving the market. In addition, enhanced audio performance is a key factor ramping up the sales of wireless earphones.

Removal of the headphone jack has paved the way for the adoption of wireless earphone. Technologically advanced wireless earphones have been designed to focus on offering several real-time solutions apart from streaming music and answering calls. Moreover, availability of high-quality sound transparency, speech elevation, superior noise control, and augmented audio functionality are some of the features contributing to the demand for wireless earphone.

Bose, Sennheiser, Apple, Sony, and Samsung are some of the prominent players in the market. Manufacturers are integrating wireless models with hi-tech functionalities, such as speech amplification and layered hearing, to ramp up the adoption of wireless earphones. Growing music industry and increasing popularity of rapping are anticipated to have a positive impact on the adoption of earless headphones that are endorsed by singers and celebrities. The manufacturers are also collaborating with prominent music

artists to launch their latest wireless editions, which are likely to drive the sales.

Significant adoption of smartphones has been a primary reason for the increasing penetration of wireless earphones. Advancements in these devices that are featured to stream audio and video encourage the consumers to invest in high-quality and sophisticated wireless headphones. Rapidly growing virtual reality and fitness and club market, along with increasing number of fitness enthusiasts, is expected to fuel the growth of the market.

North America dominated the market for wireless earphone with a share of 30.5% in 2019. This is attributed to the region's highest internet penetration rate of 89.1% at the global level. High market visibility of smart Bluetooth speakers and smart home systems in U.S. and Canada is projected to be a key trend. Furthermore, preference for Wi-Fi- and AI-enabled Bluetooth speakers plays a prominent role in the regional market growth.

#### Wireless Earphone Market Report Highlights

By application, the music and entertainment segment accounted for the largest share of 33.8% in 2019. Virtual reality is expected to exhibit the highest CAGR of 6.7% over the forecast period

Offline distribution channel held a major share of 53.4% in 2019 and is expected to maintain its lead in the next few years

North America held the largest revenue share in 2019.

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

### CHAPTER 3. WIRELESS EARPHONE MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industrial Value Chain Analysis
  - 3.3.1. Sales/Retail Channel Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industrial Challenges
  - 3.4.4. Industrial Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industrial Analysis – Porter's
    - 3.5.1.1. Supplier Power
    - 3.5.1.2. Buyer Power
    - 3.5.1.3. Substitution Threat

- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Wireless Earphone Market
- 3.7. Market Entry Strategies

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

## **CHAPTER 5. WIRELESS EARPHONE MARKET: APPLICATION ESTIMATES & TREND ANALYSIS**

- 5.1. Application Movement Analysis & Market Share, 2019 & 2027
- 5.2. Gaming
  - 5.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.3. Virtual Reality
  - 5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.4. Fitness
  - 5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.5. Music & Entertainment
  - 5.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

## **CHAPTER 6. WIRELESS EARPHONE MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Distribution Channel Movement Analysis & Market Share, 2019 & 2027
- 6.2. Offline
  - 6.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.3. Online
  - 6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

## **CHAPTER 7. WIRELESS EARPHONE MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

- 7.1. Regional Movement Analysis & Market Share, 2019 & 2027
- 7.2. North America

- 7.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 7.2.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
- 7.2.3. Market estimates and forecast, by distribution channel , 2016 - 2027 (USD Million)
- 7.2.4. U.S.
  - 7.2.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
  - 7.2.4.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
  - 7.2.4.3. Market estimates and forecast, by distribution channel , 2016 - 2027 (USD Million)
- 7.3. Europe
  - 7.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
  - 7.3.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
  - 7.3.3. Market estimates and forecast, by distribution channel , 2016 - 2027 (USD Million)
  - 7.3.4. Germany
    - 7.3.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
    - 7.3.4.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
    - 7.3.4.3. Market estimates and forecast, by distribution channel , 2016 - 2027 (USD Million)
  - 7.3.5. U.K.
    - 7.3.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
    - 7.3.5.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
    - 7.3.5.3. Market estimates and forecast, by distribution channel , 2016 - 2027 (USD Million)
- 7.4. Asia Pacific
  - 7.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
  - 7.4.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
  - 7.4.3. Market estimates and forecast, by distribution channel , 2016 - 2027 (USD Million)
  - 7.4.4. China
    - 7.4.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
    - 7.4.4.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
    - 7.4.4.3. Market estimates and forecast, by distribution channel , 2016 - 2027 (USD Million)
  - 7.4.5. India
    - 7.4.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
    - 7.4.5.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
    - 7.4.5.3. Market estimates and forecast, by distribution channel , 2016 - 2027 (USD Million)

## 7.5. Central & South America

7.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.5.3. Market estimates and forecast, by distribution channel , 2016 - 2027 (USD Million)

7.5.4. Brazil

7.5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.4.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.5.4.3. Market estimates and forecast, by distribution channel , 2016 - 2027 (USD Million)

## 7.6. Middle East & Africa

7.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.6.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.6.3. Market estimates and forecast, by distribution channel , 2016 - 2027 (USD Million)

7.6.4. South Africa

7.6.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.6.4.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.6.4.3. Market estimates and forecast, by distribution channel , 2016 - 2027 (USD Million)

## **CHAPTER 8. COMPETITIVE ANALYSIS**

8.1. Key global players, recent developments & their impact on the Industrial

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2019

## **CHAPTER 9. COMPANY PROFILES**

9.1. Apple Inc.

9.1.1. Company Overview

9.1.2. Financial Performance

9.1.3. Product Benchmarking

9.1.4. Strategic Initiatives

9.2. Bose Corp.

9.2.1. Company Overview

9.2.2. Financial Performance

- 9.2.3. Product Benchmarking
- 9.2.4. Strategic Initiatives
- 9.3. Samsung
  - 9.3.1. Company Overview
  - 9.3.2. Financial Performance
  - 9.3.3. Product Benchmarking
  - 9.3.4. Strategic Initiatives
- 9.4. OnePlus
  - 9.4.1. Company Overview
  - 9.4.2. Financial Performance
  - 9.4.3. Product Benchmarking
  - 9.4.4. Strategic Initiatives
- 9.5. Sony Corporation
  - 9.5.1. Company Overview
  - 9.5.2. Financial Performance
  - 9.5.3. Product Benchmarking
  - 9.5.4. Strategic Initiatives
- 9.6. Sennheiser electronic GmbH & Co. KG
  - 9.6.1. Company Overview
  - 9.6.2. Financial Performance
  - 9.6.3. Product Benchmarking
  - 9.6.4. Strategic Initiatives
- 9.7. Jaybird
  - 9.7.1. Company Overview
  - 9.7.2. Financial Performance
  - 9.7.3. Product Benchmarking
  - 9.7.4. Strategic Initiatives
- 9.8. Beats
  - 9.8.1. Company Overview
  - 9.8.2. Financial Performance
  - 9.8.3. Product Benchmarking
  - 9.8.4. Strategic Initiatives
- 9.9. Shure Inc.
  - 9.9.1. Company Overview
  - 9.9.2. Financial Performance
  - 9.9.3. Product Benchmarking
  - 9.9.4. Strategic Initiatives
- 9.10. JVC
  - 9.10.1. Company Overview

9.10.2. Financial Performance

9.10.3. Product Benchmarking

9.10.4. Strategic Initiatives



## List Of Tables

### LIST OF TABLES

1. Wireless Earphone - Key market driver analysis
2. Wireless Earphone - Key market restraint analysis
3. Global Wireless Earphone market estimates and forecast, for gaming, 2016 - 2027 (USD Million)
4. Global Wireless Earphone market estimates and forecast, for virtual reality, 2016 - 2027 (USD Million)
5. Global Wireless Earphone market estimates and forecast, for fitness, 2016 - 2027 (USD Million)
6. Global Wireless Earphone market estimates and forecast, for music & entertainment, 2016 - 2027 (USD Million)
7. Global Wireless Earphone market estimates and forecast, by online, 2016 - 2027 (USD Million)
8. Global Wireless Earphone market estimates and forecast, by offline, 2016 - 2027 (USD Million)
9. North America Wireless Earphone market estimates and forecast, 2016 - 2027 (USD Million)
10. North America Wireless Earphone market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
11. North America Wireless Earphone market revenue estimates and forecast by distribution channel , 2016 - 2027 (USD Million)
12. U.S. Wireless Earphone market estimates and forecast, 2016 - 2027 (USD Million)
13. U.S. Wireless Earphone market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
14. U.S. Wireless Earphone market revenue estimates and forecast by distribution channel , 2016 - 2027 (USD Million)
15. Europe Wireless Earphone Wireless Earphone market estimates and forecast, 2016 - 2027 (USD Million)
16. Europe Wireless Earphone Wireless Earphone market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
17. Europe Wireless Earphone Wireless Earphone market revenue estimates and forecast by distribution channel , 2016 - 2027 (USD Million)
18. Germany Wireless Earphone market estimates and forecast, 2016 - 2027 (USD Million)
19. Germany Wireless Earphone market revenue estimates and forecast by application, 2016 - 2027 (USD Million)

20. Germany Wireless Earphone market revenue estimates and forecast by distribution channel , 2016 - 2027 (USD Million)
21. U.K Wireless Earphone market estimates and forecast, 2016 - 2027 (USD Million)
22. U.K Wireless Earphone market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
23. U.K. Wireless Earphone market revenue estimates and forecast by distribution channel , 2016 - 2027 (USD Million)
24. Asia Pacific Wireless Earphone market estimates and forecast, 2016 - 2027 (USD Million)
25. Asia Pacific Wireless Earphone market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
26. Asia Pacific Wireless Earphone market revenue estimates and forecast by distribution channel , 2016 - 2027 (USD Million)
27. China Wireless Earphone market estimates and forecast, 2016 - 2027 (USD Million)
28. China Wireless Earphone market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
29. China Wireless Earphone market revenue estimates and forecast by distribution channel , 2016 - 2027 (USD Million)
30. India Wireless Earphone market estimates and forecast, 2016 - 2027 (USD Million)
31. India Wireless Earphone market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
32. India Wireless Earphone market revenue estimates and forecast by distribution channel , 2016 - 2027 (USD Million)
33. Central & South America Wireless Earphone market estimates and forecast, 2016 - 2027 (USD Million)
34. Central & South America Wireless Earphone market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
35. Central & South America Wireless Earphone market revenue estimates and forecast by distribution channel , 2016 - 2027 (USD Million)
36. Brazil Wireless Earphone market estimates and forecast, 2016 - 2027 (USD Million)
37. Brazil Wireless Earphone market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
38. Brazil Wireless Earphone market revenue estimates and forecast by distribution channel , 2016 - 2027 (USD Million)
39. Middle East & Africa Wireless Earphone market estimates and forecast, 2016 - 2027 (USD Million)
40. Middle East & Africa Wireless Earphone market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
41. Middle East & Africa Wireless Earphone market revenue estimates and forecast by

distribution channel , 2016 - 2027 (USD Million)

42. South Africa Wireless Earphone market estimates and forecast, 2016 - 2027 (USD Million)

43. South Africa Wireless Earphone market revenue estimates and forecast by application, 2016 - 2027 (USD Million)

44. South Africa Wireless Earphone market revenue estimates and forecast by distribution channel , 2016 - 2027 (USD Million)

45. Vendor landscape

## List Of Figures

### LIST OF FIGURES

1. Wireless Earphone market snapshot
2. Wireless Earphone market segmentation & scope
3. Wireless Earphone market penetration & growth prospect mapping
4. Wireless Earphone value chain analysis
5. Wireless Earphone market dynamics
6. Wireless Earphone market: Porter's analysis
7. Wireless Earphone market: Application movement analysis
8. Wireless Earphone market: Distribution channel movement analysis
9. Wireless Earphone market: Regional movement analysis

## I would like to order

Product name: Wireless Earphone Market Size, Share & Trends Analysis Report By Application (Virtual Reality, Music & Entertainment), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2020 - 2027

Product link: <https://marketpublishers.com/r/W892056A1062EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W892056A1062EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970