

Earbuds Market by Features (Smart, Non-smart), Price Range (Premium Range (Greater than \$150), Mid-Range (\$50 - \$150), Low Range (Less than \$50)), Distribution Channel (Multi-Brand Electronic Stores, Hypermarket/Supermarket Stores, Online Stores, and Others), Application (Fitness & Gyming, Gaming, Music & Entertainment), and Region - 2023-2028

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Abstracts

The global earbuds market size reached US\$ 19.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 58.5 Billion by 2028, exhibiting a growth rate (CAGR) of 19.70% during 2023-2028.

Earbuds refer to small, audio wearable devices that receive and transmit sound signals. They consist of covers, casings, seals, wires, magnets, microphones, gel tips, coil, cone, and circuit board. Wired, wireless, and true wireless stereo (TWS) are some common product variants available in the market. Earbuds attach to the outer ear, eliminating the requirement of being inserted into the auditory canals. They can be worn by the user for listening to music, communication, gaming, entertainment, medical monitoring, and reducing background noises. In addition, they are cost-effective, portable, and easy-to-clean while providing excellent sound quality, effective noise isolation, and stability during activities.

Earbuds Market Trends:

The rapid proliferation of smart devices, such as smartphones, tablets, laptops, and portable music players, is one of the key factors driving the market growth. Earbuds are widely used for listening music, watching videos, answering phone calls, recording sounds, and playing games due to their superior sound quality, enhanced comfort, high

durability, and zero audio latency. Furthermore, the extensive product utilization during workouts, traveling, exercising, hiking, dancing, and playing sports, as it provides freedom of movement, water and sweat resistance, and hands-free features are creating a positive outlook for the market. Additionally, the introduction of smart earbuds that use hearing aid and biometric technologies to provide enhanced sound quality, layered listening capability, real-time translation, biometric identification, and monitoring of vitals, such as heart rate, blood pressure, and respiration rate, is providing a considerable boost to the market growth. Moreover, increasing product demand for military applications to amplify the hearing capabilities of soldiers, enable clear communication, provide health monitoring, and dampen the sounds of gunshots, explosions, and blasts, is propelling the market growth. Other factors, including rising expenditure capacities of consumers, easy product availability across e-commerce platforms, extensive research, and development (R&D) activities, and increasing product adoption during construction activities to provide noise cancellation and prevent hearing loss, are anticipated to drive the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global earbuds market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on features, price range, distribution channel and application.

Breakup by Features:

- Smart
- Non-smart

Breakup by Price Range:

- Premium Range (Greater than \$150)
- Mid-Range (\$50 - \$150)
- Low Range (Less than \$50)

Breakup by Distribution Channel:

- Multi-Brand Electronic Stores
- Hypermarket/Supermarket Stores
- Online Stores
- Others

Breakup by Application:

Fitness & Gyming

Gaming

Music & Entertainment

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Apple Inc., Audio-Technica Corporation, BBK Electronics Corporation, boAt Lifestyle, Bose Corporation, GN Store Nord A/S, Google LLC (Alphabet Inc.), Huawei Technologies Co. Ltd., Jaybird (Logitech International

S.A.), JVCKENWOOD Corporation, Koninklijke Philips N.V., Motorola Mobility LLC (Lenovo Group Limited), Samsung Electronics Co. Ltd., Sony Corporation and Xiaomi Corporation. Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. What was the size of the global earbuds market in 2022?
2. What is the expected growth rate of the global earbuds market during 2023-2028?
3. What are the key factors driving the global earbuds market?
4. What has been the impact of COVID-19 on the global earbuds market?
5. What is the breakup of the global earbuds market based on features?
6. What is the breakup of the global earbuds market based on the price range?
7. What is the breakup of the global earbuds market based on the distribution channel?
8. What are the key regions in the global earbuds market?
9. Who are the key players/companies in the global earbuds market?

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