

Hearables Market by Product (Headsets, Earbuds, Hearing Aids), Type (On Ear, In Ear, Over Ear), Connectivity Technology (Wired, Wireless), End User (Consumer, Industrial, Healthcare), and Region 2023-2028

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Abstracts

The global hearables market size reached US\$ 35.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 70.3 Billion by 2028, exhibiting a growth rate (CAGR) of 11.1% during 2023-2028.

Hearables, or smart headphones, refer to convenient, wireless, computational in-ear wearable devices designed for wireless communication, clinical monitoring, and fitness tracking. They can be interconnected with any electronic device through Bluetooth, digital enhanced cordless telecommunication (DECT), Wi-Fi, and cellular networks. As compared to conventional headphones, hearables are featured with biometric proximity and various sensors that enable devices to acquire users' contexts, preferences, and behaviors. Apart from this, they can supervise brain waves to generate better sound output, enhance ambient sounds, augment voice clarity, and provide voice-based personal assistance. Based on these properties, hearables are worn by users to suppress environment-based noise and improve the overall audio experience. Currently, they are mainly available in on and over-ear headsets and earbud forms.

Hearables Market Trends:

With the considerable expansion in the electronics sector, there has been an increasing need for wireless headphones and infotainment devices with enhanced audio and noise cancellation properties, which is majorly driving the market growth. Additionally, the launch of portable hearables and their widespread adoption across the commercial and industrial sectors to monitor individuals' health status and mitigate the hearing loss

threat are acting as another growth-inducing factor. In line with this, the advent of in-ear or external microphone hearing computing to allow hands-free calling and communication while mitigating background noises is contributing to the market growth. This is further influenced by the large-scale integration of location-based suggestions, voice-based personal assistance, gesture and touch-based control, and near-field communication (NFC) technologies. Moreover, the shifting consumer inclination toward miniaturized electronic devices due to their sleek design is supplementing the product demand. Apart from this, strategic collaborations amongst key players to engineer hearables with audio programming, real-time metrics, and sleeping solutions are positively stimulating the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global hearables market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product, type, connectivity technology and end user.

Breakup by Product:

- Headsets
- Earbuds
- Hearing Aids

Breakup by Type:

- On Ear
- In Ear
- Over Ear

Breakup by Connectivity Technology:

- Wired
- Wireless
- Bluetooth
- Wi-Fi
- DECT
- Others

Breakup by End User:

Hearables Market by Product (Headsets, Earbuds, Hearing Aids), Type (On Ear, In Ear, Over Ear), Connectivity T...

Consumer
Industrial
Construction
Manufacturing
Mining
Others
Healthcare

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., Bose Corporation, Bragi, Jabra, LG

Electronics (LG Corporation), Logitech International S.A., Ptron (Palred Technologies Ltd), Samsung Electronics Co. Ltd., Skullcandy Inc, Sony Corporation, Starkey Laboratories Inc., Voxx International Corporation and Widex A/S. 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 hearables market in 2022?
2. What is the expected growth rate of the global hearables market during 2023-2028?
3. What are the key factors driving the global hearables market?
4. What has been the impact of COVID-19 on the global hearables market?
5. What is the breakup of the global hearables market based on the product?
6. What is the breakup of the global hearables market based on the type?
7. What is the breakup of the global hearables market based on the end user?
8. What are the key regions in the global hearables market?
9. Who are the key players/companies in the global hearables market?

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