

# **Hearables Market Report by Product (Headsets, Earbuds, Hearing Aids), Type (On Ear, In Ear, Over Ear), Connectivity Technology (Wired, Wireless), End User (Consumer, Industrial, Healthcare), and Region 2024-2032**

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## **Abstracts**

The global hearables market size reached US\$ 38.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 94.0 Billion by 2032, exhibiting a growth rate (CAGR) of 10.2% during 2024-2032.

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 2024-2032. 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:

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 2023?
2. What is the expected growth rate of the global hearables market during 2024-2032?
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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