

2018-2023 Global Earbuds Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Earbuds market for 2018-2023.

Earbuds (or head-phones in the early days of telephony and radio) are a pair of small loudspeaker drivers worn on or around the head over a user's ears. They are electroacoustic transducers, which convert an electrical signal to a corresponding sound. Headphones let a single user listen to an audio source privately, in contrast to a loudspeaker, which emits sound into the open air for anyone nearby to hear.

Headphones are also known as earspeakers, earphones or, colloquially, cans.

Circumaural and supra-aural headphones use a band over the top of the head to hold the speakers in place. The other type, known as earbuds or earpieces consist of individual units that plug into the user's ear canal. In the context of telecommunication, a headset is a combination of headphone and microphone. Headphones connect to a signal source such as an audio amplifier, radio, CD player, portable media player, mobile phone, video game console, or electronic musical instrument, either directly using a cord, or using wireless technology such as Bluetooth, DECT or FM radio. The first headphones were developed in the late 19th century for use by telephone operators, to keep their hands free. Initially the audio quality was mediocre and a step forward was the invention of high fidelity headphones.

Headphones are made in a range of different audio reproduction quality capabilities.

Headsets designed for telephone use typically cannot reproduce sound with the high fidelity of expensive units designed for music listening by audiophiles. Headphones that use cables typically have either a 1/4 inch (6.35mm) or 1/8 inch (3.5mm) phone jack for plugging the headphones into the audio source. Some stereo earbuds are wireless, using Bluetooth connectivity to transmit the audio signal by radio waves from source

devices like cellphones and digital players. Due to the spread of wireless devices in recent years headphones are increasingly used by people in public places such as sidewalks, grocery stores, and public transit. Headphones are also used by people in various professional contexts, such as audio engineers mixing sound for live concerts or sound recordings and DJs, who use headphones to cue up the next song without the audience hearing, aircraft pilots and call center employees. The latter two types of employees use headphones with an integrated microphone.

Earbuds rest inside the outer ear, with their speakers aimed into the ear canal. Earbuds are a familiar sight for commuters, as they're usually included with smartphones, media players, and similar devices.

Despite their improved fidelity over earphones, many listeners find that earbuds still allow too much background noise, even if they fit correctly.

The downstream buyers of Earbuds product are general public, the consumers choose this smart Earbuds with a variety purpose of training, activity tracking, music and phone, as well as sound control and hearing safety. In the vertical of applications, the consumer segment took a market share of 71.86% in 2017, in terms of revenue. On the contrast, the healthcare segment took 28.14%.

Over the next five years, LPI(LP Information) projects that Earbuds will register a 43.2% CAGR in terms of revenue, reach US\$ 25100 million by 2023, from US\$ 2910 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Earbuds market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Normal Earbuds

Sound Control Earbuds

Segmentation by application:

Consumer

Healthcare

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Apple

Samsung

Sony

GN(Jabra)

Bragi

Doppler Labs

Skybuds

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market

as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Earbuds consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Earbuds market by identifying its various subsegments.

Focuses on the key global Earbuds manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Earbuds with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Earbuds submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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