

Global Earbuds Market Growth 2025-2031

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Abstracts

The global Earbuds market size is predicted to grow from US\$ 45049 million in 2025 to US\$ 74797 million in 2031; it is expected to grow at a CAGR of 8.8% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Earbuds are a type of lightweight, compact headphones designed to rest loosely at the entrance of the ear canal without forming an acoustic seal.

Market Size and Growth Drivers

Global growth is steady: The core growth engine is true wireless headphones (TWS), which dominate the market due to their portability and intelligent functions.

Product Form Changes

Wearing Method Diversification: The share of in-ear style has declined: In the first half of 2024, its proportion dropped to 30.8% (a year-on-year decrease of 6.4%)

Open-style/Semi-in-ear styles rise: The market size of OWS (open headphones) will exceed 27.14 billion yuan by 2031 (CAGR 7.8%), mainly due to health needs (no damage to the eardrum) and adaptation to sports scenarios.

Function Scenarios Segmentation

Sports Specialization: The penetration rate of bone conduction technology has

increased (Shao Yin's market share is 35%), and anti-noise algorithms have become standard features;

Assistive Hearing Integration: Samsung Galaxy Buds, AirPods Pro have added environmental sound enhancement functions, supporting 20 decibel hearing compensation.

Risks and Challenges

Policy Compliance: The EU ERP new regulations require headphones to have a battery life of ≥ 8 hours, increasing production costs by 10%-15%;

Upstream Constraints: The production capacity of advanced process chips below 5nm is tight, and the shortage rate may reach 25% in 2025;

Homogenization Competition: The mid-to-low-end market is in a parameter competition, weakening brand premium capabilities.

In the next five years, the earbud market will present three main lines:

Technology: MEMS + AI chips reconfigure the acoustic architecture, and health functions become the second growth curve;

Scenarios: Specialized forms (OWS, bone conduction) are created for sports/office/assistive hearing needs;

Pattern: Headline brands monopolize high-end innovation, while emerging enterprises rely on vertical markets and supply chain efficiency.

LP Information, Inc. (LPI) ' newest research report, the "Earbuds Industry Forecast" looks at past sales and reviews total world Earbuds sales in 2024, providing a comprehensive analysis by region and market sector of projected Earbuds sales for 2025 through 2031. With Earbuds sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Earbuds industry.

This Insight Report provides a comprehensive analysis of the global Earbuds landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the

strategies of leading global companies with a focus on Earbuds portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Earbuds market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Earbuds and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Earbuds.

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

Segmentation by 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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Apple

Samsung

Sony

GN(Jabra)

Xiaomi

OPPO

QCY

Boat

EDIFIER

Skullcandy

Skybuds

BOSE

LGE

HUAWEI

BANG & OLUFSEN (B&O)

JAYBIRD

SENNHEISER

ONKYO

MOTOROLA

EARIN

MARS

NUHEARA

ERATO

MAVIN

CRAZYBABY

PLANTRONICS

NuForce

ALTEC LANSING

Key Questions Addressed in this Report

What is the 10-year outlook for the global Earbuds market?

What factors are driving Earbuds market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Earbuds market opportunities vary by end market size?

How does Earbuds break out by Type, by Application?

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