

Global Wireless Audio Devices Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

<https://marketpublishers.com/r/G2B3AB303DCEN.html>

Date: February 2017

Pages: 0

Price: US\$ 3,619.00 (Single User License)

ID: G2B3AB303DCEN

Abstracts

Wireless audio devices function to send and receive several audio signals via wireless technologies, namely, Wi-Fi, Bluetooth, and AirPlay. Wireless headphones, microphones, speakers, sound bars, and audio systems, radio tuners, and others are various types of wireless audio devices available in the market. Rise in demand of infotainment devices, increase in requirement of mobility services, increased application of audio devices in commercial sector and others are the key driving factors of the market. Negative impact on hearing ability by excessive usage and stringent government regulations on frequency of audio devices restrain the market growth. However, rapid technological advancement and increase in need for convenience such as ease in portability and remote accessibility among customers is expected to generate significant opportunities for the market players. Global wireless audio devices market is expected to grow at a CAGR of 26.1% from 2017 to 2025.

Based on product, the market is bifurcated into wireless headsets & microphones, wireless speaker systems, sound bars, and others, which include radio tuner, power amplifier, A/V controller. Based on technology, the market is segmented into Bluetooth, Wi-Fi, AirPlay, and others, such as SKAA and Sonos. The application segment comprises commercial, consumer, automotive, and others (defense and security). The wireless audio devices market is studied across North America, Europe, Asia-Pacific, and LAMEA.

MARKET DYNAMICS:

Drivers:

Rise in demand of infotainment devices

Increase in requirement of mobility services

Increased application of audio devices in commercial sector

Restraints:

Negative impact on hearing ability due to excessive usage

Stringent government regulations on frequency of audio device

MARKET PLAYERS:

Top market players profiled in the report are Bose Corporation, Apple Inc., Sennheiser Electronic GMBH & Co. KG, HARMAN International Industries, Incorporated, VOXX International Corporation, Sony Corporation, Shure Incorporated, Sonos Inc., Koninklijke Philips N.V., and VIZIO, Inc.

KEY TAKEAWAYS

MARKET LANDSCAPE

By Product

Wireless Headsets & Microphones

Wireless Speaker Systems

Sound Bars

Others (Radio Tuner, Power Amplifier, A/V Controller)

By Technology

Bluetooth

Wi-Fi

Airplay

Others

By Application

Commercial

Consumer

Automotive

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

Australia

China

Japan

India

Singapore

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

Rest of LAMEA

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Sennheiser Electronic GMBH & Co. KG, HARMAN International Industries, Incorporated, VOXX International Corporation, Sony Corporation, Shure Incorporated, Sonos Inc., Koninklijke Philips N.V., and VIZIO, Inc.

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