

Global Wireless Headphones Market 2021

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Abstracts

Wireless headphones are basically a pair of tiny speakers connected to devices such as smartphones, laptops, music players, and tablets for listening to music or watching videos. The global wireless headphones market is poised to grow by US\$ 30,430 million from 2021 to 2027, registering a CAGR of 7.1% during the forecast period, according to StrategyHelix. Convenience and greater affordability of wireless, rising number of tech-savvy consumers, rising consumer disposable income, growth of high-quality audio and video streaming services, innovations in audio technology and headphones manufacturing are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for wireless headphones. The global wireless headphones market is segmented on the basis of price range, product, distribution channel, and region. By price range, the global wireless headphones market has been segmented into prestige product, mass product. In 2020, the mass product segment made up the largest share of revenue generated by the wireless headphones market. Based upon product, the global wireless headphones market is categorized into earphones, headbands, TWS. The TWS segment was the largest contributor to the global wireless headphones market in 2020. On the basis of distribution channel, the global wireless headphones market has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In terms of geography, the global wireless headphones market has been segmented into North America, Asia Pacific, Europe, Middle East and Africa, Latin America.

The global wireless headphones market is highly competitive. As of 2020, the major players in the global wireless headphones market were Apple Inc., Audio-Technica Corporation, BBK Electronics Corporation, Beijing Edifier Technology Company Ltd., Bose Corporation, Dongguan Hele Electronics Co. Ltd. (QCY), GN Store Nord A/S, Huawei Technologies Co. Ltd., JVC Kenwood Holdings Inc., LG Corporation, Sony

Corporation, The Samsung Group, Xiaomi Corporation.

Report Scope

Price range: prestige product, mass product

Product: earphones, headbands, TWS

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Region: North America, Asia Pacific, Europe, Middle East and Africa, Latin America

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the global wireless headphones market

Pinpoint growth sectors and trends for investment

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North America
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Europe
Middle East and Africa
Latin America

PART 7. KEY COMPANIES

Apple Inc.
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BBK Electronics Corporation
Beijing Edifier Technology Company, Ltd.
Bose Corporation
Dongguan Hele Electronics Co., Ltd. (QCY)
GN Store Nord A/S
Huawei Technologies Co., Ltd.
JVC Kenwood Holdings Inc.
LG Corporation
Sony Corporation
The Samsung Group
Xiaomi Corporation
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