

# Wireless Headphones Market in Asia Pacific 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 wireless headphones market in Asia Pacific is poised to grow by US\$ 12,940 million during 2021-2027, progressing at a CAGR of 6.5% during the forecast period, according to data and analytics company 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 Asia Pacific wireless headphones market is segmented on the basis of price range, product, distribution channel, and country. By price range, the wireless headphones market in Asia Pacific has been segmented into prestige product, mass product. According to the research, the mass product segment had the largest share in the wireless headphones market in Asia Pacific. Based upon product, the wireless headphones market in Asia Pacific is categorized into earphones, headbands, TWS. In 2020, the TWS segment made up the largest share of revenue generated by the wireless headphones market. On the basis of distribution channel, the wireless headphones market in Asia Pacific has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Geographically, the wireless headphones market in Asia Pacific is segmented into Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand.

The Asia Pacific wireless headphones market is highly competitive. The prominent players operating in the Asia Pacific wireless headphones market include Apple Inc., Audio-Technica Corporation, BBK Electronics Corporation, Beijing Edifier Technology

Company Ltd., Bose Corporation, Dongguan Hele Electronics Co. Ltd. (QCY), Huawei Technologies Co. Ltd., Imagine Marketing Private Limited, JVC Kenwood Holdings Inc., LG Corporation, Noise Retail Private Limited, Sony Corporation, The Samsung Group.

#### Report Scope

Price range: prestige product, mass product

Product: earphones, headbands, TWS

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

Country: Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Asia Pacific wireless headphones market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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BBK Electronics Corporation  
Beijing Edifier Technology Company, Ltd.  
Bose Corporation  
Dongguan Hele Electronics Co., Ltd. (QCY)  
Huawei Technologies Co., Ltd.  
Imagine Marketing Private Limited  
JVC Kenwood Holdings Inc.  
LG Corporation  
Noise Retail Private Limited  
Sony Corporation  
The Samsung Group  
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