

# Wireless Headphones Market in Australia 2021

<https://marketpublishers.com/r/WE6B70B85F4CEN.html>

Date: January 2022

Pages: 21

Price: US\$ 450.00 (Single User License)

ID: WE6B70B85F4CEN

## 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. According to a report by StrategyHelix, the wireless headphones market in Australia is set to increase by US\$ 620 million during 2021-2027, growing at a CAGR of 13.9% during the forecast period. 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 Australia wireless headphones market is segmented on the basis of price range, product, and distribution channel. On the basis of price range, the wireless headphones market in Australia has been segmented into prestige product, mass product. The mass product segment held the largest revenue share in 2020. By product, the wireless headphones market in Australia has been segmented into earphones, headbands, TWS. Among these, the TWS segment was accounted for the highest revenue generator in 2020. Based on distribution channel, the wireless headphones market in Australia is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The leading players in the wireless headphones market include Apple Inc., The Samsung Group, Sony Corporation, Bose Corporation.

### Report Scope

Price range: prestige product, mass product

Product: earphones, headbands, TWS

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

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Australia 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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