

Wireless Headphones Market in China 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. According to a report by StrategyHelix, the wireless headphones market in China is set to increase by US\$ 3,893 million during 2021-2027, growing at a CAGR of 4.7% 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 China 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 China has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the wireless headphones market in China. By product, the wireless headphones market in China has been segmented into earphones, headbands, TWS. The TWS segment held the largest revenue share in 2020. Based on distribution channel, the wireless headphones market in China is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

Key companies profiled in the report include Apple Inc., Xiaomi Corporation, Beijing Edifier Technology Company Ltd., Huawei Technologies Co. Ltd., Sony 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 China 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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Xiaomi Corporation
Beijing Edifier Technology Company, Ltd.
Huawei Technologies Co., Ltd.
Sony Corporation
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