

# Wireless Headphones Market in Japan 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 Japan is poised to grow by US\$ 444 million during 2021-2027, progressing at a CAGR of 3.1% 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 Japan wireless headphones market is segmented on the basis of price range, product, and distribution channel. By price range, the wireless headphones market in Japan 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 wireless headphones market in Japan is categorized into earphones, headbands, TWS. The TWS segment was the largest contributor to the Japan wireless headphones market in 2020. On the basis of distribution channel, the wireless headphones market in Japan has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The wireless headphones market is dominated by key players, which are Sony Corporation, Apple Inc., Audio-Technica Corporation, JVC Kenwood Holdings Inc., Bose 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

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Japan wireless headphones market

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

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. WIRELESS HEADPHONES MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRICE RANGE**

Prestige product  
Mass product

### **PART 4. MARKET BREAKDOWN BY PRODUCT**

Earphones  
Headbands  
TWS

### **PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 6. KEY COMPANIES**

Sony Corporation  
Apple Inc.  
Audio-Technica Corporation  
JVC Kenwood Holdings Inc.  
Bose Corporation  
The Samsung Group  
About StrategyHelix  
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