

# Wireless Headphones Market in Middle East and Africa 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 StrategyHelix, the wireless headphones market in Middle East and Africa is expected to increase by US\$ 1,282 million during 2021-2027, expanding at a CAGR of 6.8% 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 Middle East and Africa wireless headphones market is segmented on the basis of price range, product, distribution channel, and country. Based on price range, the wireless headphones market in Middle East and Africa is categorized into prestige product, mass product. The mass product segment captured the largest share of the market in 2020. On the basis of product, the wireless headphones market in Middle East and Africa has been segmented into earphones, headbands, TWS. The TWS segment held the largest share of the Middle East and Africa wireless headphones market in 2020 and is anticipated to hold its share during the forecast period. By distribution channel, the wireless headphones market in Middle East and Africa has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Geographically, the wireless headphones market in Middle East and Africa is segmented into South Africa, United Arab Emirates.

The Middle East and Africa wireless headphones market is highly competitive. The

wireless headphones market is dominated by key players, which are Apple Inc., Bose Corporation, GN Store Nord A/S, Huawei Technologies Co. Ltd., Koninklijke Philips N.V., Lenovo Group Limited, Shenzhen Nito Power Source Technology Co. Limited, Shenzhen REMAX Co. Ltd., Skullcandy Inc., 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

Country: South Africa, United Arab Emirates

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Middle East and Africa 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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Apple Inc.  
Bose Corporation  
GN Store Nord A/S

Huawei Technologies Co., Ltd.  
Koninklijke Philips N.V.  
Lenovo Group Limited  
Shenzhen Nito Power Source Technology Co., Limited  
Shenzhen REMAX Co., Ltd.  
Skullcandy Inc.  
Sony Corporation  
The Samsung Group  
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