

Wireless Headphones Market in Nigeria 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 Nigeria is expected to increase at a CAGR of 16.2% till 2027. 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 Nigeria wireless headphones market is segmented on the basis of price range, product, and distribution channel. Based on price range, the wireless headphones market in Nigeria 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 Nigeria has been segmented into earphones, headbands, TWS. The TWS segment held the largest share of the Nigeria wireless headphones market in 2020 and is anticipated to hold its share during the forecast period. By distribution channel, the wireless headphones market in Nigeria has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The prominent players operating in the Nigeria wireless headphones market include The Samsung Group, Xiaomi Corporation, Oraimo Technology Limited, Apple Inc., 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 Nigeria 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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