

# Wireless Headphones Market in Portugal 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 Portugal is set to grow at a healthy compound annual growth rate (CAGR) of 1.5% in the next five years. 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 Portugal 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 Portugal 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 Portugal 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 Portugal is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

As of 2020, the major players in the Portugal wireless headphones market were Sony Corporation, Apple Inc., Bose Corporation, The Samsung Group, Koninklijke Philips N.V.

### 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 Portugal 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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