

Wireless Headphones Market in Taiwan 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 Taiwan is set to grow at a healthy compound annual growth rate (CAGR) of 2.4% 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 Taiwan 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 Taiwan 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 Taiwan. By product, the wireless headphones market in Taiwan 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 Taiwan is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

As of 2020, the major players in the Taiwan wireless headphones market were Apple Inc., Sony Corporation, GN Store Nord A/S, Bose Corporation, JLab Audio, Xiaomi 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 Taiwan 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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GN Store Nord A/S
Bose Corporation
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