

Wireless Headphones Market in Thailand 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 Thailand is poised to grow by US\$ 487 million during 2021-2027, progressing at a CAGR of 8.5% 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 Thailand wireless headphones market is segmented on the basis of price range, product, and distribution channel. By price range, the wireless headphones market in Thailand has been segmented into prestige product, mass product. According to the research, the mass product segment had the largest share in the wireless headphones market in Thailand. Based upon product, the wireless headphones market in Thailand is categorized into earphones, headbands, TWS. In 2020, the TWS segment made up the largest share of revenue generated by the wireless headphones market. On the basis of distribution channel, the wireless headphones market in Thailand has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

Key companies profiled in the report include Apple Inc., Xiaomi 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 Thailand 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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