

Wireless Headphones Market in Turkey 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 a report by StrategyHelix, the wireless headphones market in Turkey is set to increase by US\$ 7,916 million during 2021-2027, growing at a CAGR of 26.8% 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 Turkey 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 Turkey has been segmented into prestige product, mass product. Among these, the mass product segment was accounted for the highest revenue generator in 2020. By product, the wireless headphones market in Turkey has been segmented into earphones, headbands, TWS. The TWS segment is estimated to account for the largest share of the wireless headphones market in Turkey. Based on distribution channel, the wireless headphones market in Turkey is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The leading players in the wireless headphones market include The Samsung Group, Xiaomi Corporation, 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 Turkey 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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