

Wireless Headphones Market in Vietnam 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. A study by StrategyHelix indicates that the wireless headphones market in Vietnam is expected to increase by US\$ 351 million from 2021 to 2027, garnering a CAGR of 8.7% 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 Vietnam wireless headphones market is segmented on the basis of price range, product, and distribution channel. Based on price range, the wireless headphones market in Vietnam is categorized into prestige product, mass product. The mass product segment held the largest share of the Vietnam wireless headphones market in 2020 and is anticipated to hold its share during the forecast period. On the basis of product, the wireless headphones market in Vietnam has been segmented into earphones, headbands, TWS. In Vietnam, the TWS segment made up the largest share of the wireless headphones market. By distribution channel, the wireless headphones market in Vietnam has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The competitive landscape of the industry has also been examined along with the profiles of the key players Apple Inc., The Samsung Group, Sony Corporation, 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 Vietnam 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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