

Why Smart Headphones Market Sales is Growing? Statistical Analyzed Data by Experts

The rise in need for convenience among consumers creates new opportunities for the smart headphones industry.

PUNE, MAHARASHTRA, INDIA, October 14, 2020 /EINPresswire.com/ -- The rise in penetration of infotainment devices, technological advancements, and rise in need for mobility services drive the growth in the market. However, fatal effects on hearing ability owing to overuse of devices limit the growth in the market. On the other hand, a rise in need for convenience among consumers creates new opportunities in the industry.



As per the latest research conducted by Allied Market Research, the global smart headphone market generated \$6.01 billion in 2018 and is expected to reach \$21.80 billion by 2025, accounting a CAGR of 20.2% from 2018 to 2025. The report provides a detailed analysis of key investment pockets, competitive intelligence, changing market dynamics, major segments, and leading market players.

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In-ear segment to lead throughout the forecast period

Based on type, the in-ear segment accounted for more than half of the total market share in 2018 and is expected to lead throughout the forecast period. On the other hand, the over-ear segment is estimated to register the fastest growth rate, with a CAGR of 22.6% from 2018 to 2025. The report also analyzes the on-ear segment.

An offline segment to continue its dominance by 2025

On the basis of the distribution channel, the offline segment held the major share, contributing more than three-fourths of the total market in 2018, and is estimated to continue its dominance by 2025. However, the online segment is estimated to register a CAGR of 21.4% during the forecast period.

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Asia-Pacific to contribute the highest share throughout the forecast period

Asia-Pacific contributed to nearly one-third of the total market share in terms of revenue in 2018 and is estimated to contribute the highest share throughout the forecast period. On the other hand, LAMEA is estimated to register the highest growth rate with a CAGR of 23.0% from 2018 to 2025. The research also explores North America and Europe regions.

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Key market players

The research explores key market players including Bose Corporation, Sennheiser Electronic, Apple Inc., Skullcandy, Sony, LG Electronics, Samsung Electronics, Bragi, JBL (Harman International Industries, Incorporated), Koninklijke Philips N.V., and others. They have adopted various strategies such as expansions, new product launches, collaborations, partnerships, joint ventures, and others to gain a strong position in the industry.

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Allied Market Research, a market research and advisory company of Allied Analytics LLP, provides business insights and market research reports to large as well as small- & medium-scale enterprises. The company assists its clients to strategize business policies and achieve sustainable growth in their respective market domain.

Allied Market Research provides a one-stop solution right from data collection to investment advice. The analysts at Allied Market Research dig out factors that help clients understand the significance and impact of market dynamics. The company applies the client's insight on the

factors such as strategies, future estimations, growth or fall forecasting, opportunity analysis, and consumer surveys among others. As follows, the company offers consistent business intelligence support to help clients transform into a prominent business firm.

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