



The Fight for Headphones Supremacy

January 2022

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SCOPE OF THE REPORT

Scope

MARKET OVERVIEW

TWS earbuds skyrocketed as consumers embrace wireless convenience

Wireless headphones sales remain stable over forecast period

Key findings

TWS earbuds' explosive growth due to ultimate convenience

Wireless headbands offer the best in audio fidelity

Wireless earphones still find (some) love

Shift in mobility driving sales of headphones

Popular streaming services are good for headphone sales

Increase in exercise routines drive demand for wireless headphones

COMPETITIVE LANDSCAPE

Crowded market with low entry barriers

E-commerce opening up new brands to a global market

AirPods - masterclass in design with its distinctive look

Sony - halo products driving revenue growth

Samsung – struggling to differentiate itself

Xiaomi - flooding the market with affordable headphones

Bose - leveraging its audio heritage

HOW BRANDS CAN WIN

More consumers need to be convinced to buy wireless headphones

Good audio is difficult to gauge for most consumers

Brands are trying to differentiate themselves

Brands are trying to differentiate themselves (2)

Design can be a key differentiator in the crowded marketplace

Extending revenues beyond headphones

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