

SAR Insight & Consulting

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More than 1 Billion Wireless Headphones to Ship from 2016 to 2020, says SAR Insight & Consulting

The overall consumer headphone market has risen steadily over recent years to reach almost \$15.5 billion in 2016, and is forecast to see continued strong growth to be more than \$20 billion in 2020.

Despite a downwards trend in volumes overall, revenues continue to rise due to rising average selling price (ASP). More than a billion wireless stereo headphones are expected to ship between 2016 and 2020 (inclusive) and total cumulative revenues for wireless stereo headphones are forecast to be >\$60 billion.

“Wireless headphones are not a new phenomena, however the transition towards wireless has quickened over the last few years as the smartphone has become the primary music source, Bluetooth has improved, and consumer confidence has increased,” [Peter Cooney](#), Principal Analyst & Director of SAR Insight & Consulting, said. “In 2016 the market for wireless headphones surpassed that for wired headphones for the first time and their dominance will continue to increase.”

According to the latest report from [SAR Insight & Consulting](#) (Global Consumer Wired and Wireless Headphones), wired headphone retail market shipments peaked in 2013. Since then they then have fallen and will continue to fall as consumers increasingly choose wireless headphones over wired. However, as volumes decrease the market is also expected to move towards a higher percentage of higher end, higher priced products.

“Sensors are becoming increasingly important in stereo wireless headphones,” Peter said. “Initially driven largely by sports applications the market longer term will see strong demand for sensors in multi-use hearables.”

Wireless headphones have become popular globally. The Asia-Pacific region is forecast to see strongest growth of the three main regions, with particularly strong growth in China. The wireless stereo headphones market was estimated to become the largest market in 2016 and is expected to increasingly dominate.

These are some findings from SAR Insight & Consulting’s recently published study on “Global Consumer Wired and Wireless Headphones” which is published as part of its [Audio Devices, Technologies & Components Service](#).

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Note to editors: [SAR Insight & Consulting](#) provides detailed quantitative and qualitative research on established and emerging technology markets across multiple end applications. www.sarinsight.com