

SAR Insight & Consulting

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A³NC: Making ANC Smarter

Third party dataset companies are driving the headphone market to include smarter noise cancelling technologies, according to new research.

ANC technology has been a defining feature for many consumer devices, spurring many commodity and white label brands to incorporate this technology. However, according to [SAR Insight & Consulting's](#) most recent study, well-known brands are focusing less on new features, and more on making existing features more intelligent, in a bid to set themselves apart from lower cost alternatives.

There are currently three variations of ANC in the headphone and headset market today: Standard ANC; Adaptive ANC (A²NC), where the user can adjust the level of noise cancellation either through an app or a tap on their earbuds; and Automatic Adaptive ANC (A³NC), where devices will identify surrounding audio and attempt to dynamically adjust the level of the ANC and the frequencies that are cancelled out.

[‘Next Generation ANC’](#) from SAR Insight & Consulting takes a comprehensive look at: the future of the noise cancelling market; which companies are affecting market growth; how the most dominant trends are adjusting the outlook for TWS devices; the enterprise and gaming markets; and AI in consumer devices.

“The next step for developers is to optimize ANC to the user's surroundings, using AI if necessary,” SAR analyst and the report’s author Joe Murray said.

“While this may drive up battery consumption, it can dramatically improve performance. A³NC will eventually become the standard as the technology becomes cheaper and more readily available. This is also something that cannot be done without improving microphone configurations, such as using hybrid ANC over feedback.”

Joe explained that currently there are a very limited number of companies on the market that offer the new ANC variants, the most notable of these are Sony and Bang & Olufsen. Sony is able to maintain this niche corner of the market by developing its own SoC, the QN1.

“ANC-enabled devices will account for over 70% of the total headphone and headset market by 2026,” Joe said. “The key reason for this is the size of the TWS market alongside the adoption of ANC into smaller cap commodity brand devices”.

“ANC will also become more prevalent in enterprise headsets due to the increase in remote working and the difficulties that this brings with background noise. This is also true for microphone noise and echo cancellation.”

[‘Next Generation ANC’](#) from SAR Insight & Consulting breaks down the market into its use cases and provides market forecasts alongside expert analysis into the most dominant trends.

##ENDS##

For further information, please contact:

Peter Cooney, Principal Analyst & Director, [SAR Insight & Consulting](#)

peter@sensianresearch.com, +44 1392 580 960

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