Wireless Audio Devices Market - Forecasts from 2016 to 2021


The major factors driving the growth are increasing adoption of portable devices, technological advancement, growing smartphones market and higher demand for infotainment services. However, the factors hindering the growth are negative health effects of these devices and issues related to operating frequency compliance. Americas region dominated this market in 2015, while Asia Pacific is expected to witness highest CAGR over the forecasted period.

Research Methodology

Firstly, the report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentation which has been covered as part of the report.

Market Dynamics

Next, section provides comprehensive market dynamics through an overview section along with growth drivers, challenges and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth and a brief technological aspect of Wireless Audio Devices. Complete industry analysis has also been covered by Porter’s five forces model as a part of this report section.

Segmentation

Thirdly, Wireless Audio Devices Market has been segmented on the basis of Technology, Product and application. Under technology, Bluetooth, wi-fi, airplay among others have been covered. By products, the market is segmented into headsets, headphones, sound bars, speaker systems and others. By application, the market is segmented as automotive, consumer devices, commercial and others. Important regions for vendors in terms of market size is covered through detailed geographical segmentation of Americas, Europe, Middle East and Africa and Asia Pacific.

Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players Bose Corporation, Sonos, Harman International Industries, Sony Corporation and Samsung among others.

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