

United States Mobile Phone Accessories Market Report and Forecast 2024-2032

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Report description:

United States Mobile Phone Accessories Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United States mobile phone accessories market size reached a value of USD 29.94 billion in 2023. Aided by technological advancements, changing consumer preferences, and the increasing integration of smartphones into everyday life, the market is projected to further grow at a CAGR of 6.7% between 2024 and 2032 to reach a value of USD 53.00 billion by 2032.

The key factor supporting the United States mobile phone accessories market growth is the rapid proliferation of smartphones globally. As smartphones become more ubiquitous, the demand for accessories such as cases, screen protectors, chargers, and headphones has surged. Consumers are increasingly seeking accessories that enhance the functionality, durability, and aesthetics of their smartphones, driving the market growth.

Another factor driving the market growth is the increasing focus on personalisation and customisation. Consumers are looking for accessories that reflect their individual styles and preferences, leading to a growing demand for customisable and designer accessories. Manufacturers are responding to this trend by offering a wide range of options in terms of colours, patterns, and materials, consequently driving up the United States mobile phone accessories market share.

Furthermore, technological advancements in mobile phone accessories are also driving the market upwards. Accessories such as wireless chargers, Bluetooth headphones, and smartwatch bands are becoming increasingly popular, driven by their convenience and functionality. Manufacturers are also focusing on developing accessories compatible with the latest smartphone models and cutting-edge technology, leading to the United States mobile phone accessories market expansion.

Furthermore, the market is witnessing a significant presence of headphones due to the rising need for accessing music and video content while on the move. The increasing demand for wireless headphones in the country, which allows for hassle-free listening to high-quality music without the inconvenience of tangled wires, further contributes to the growth of this segment.

Moreover, headphones are widely utilised during workouts or jogging, making them highly popular among fitness enthusiasts. The market also benefits from technological advancements such as the introduction of noise-cancellation headphones for noisy environments and VR headsets for gaming, leading to the United States mobile phone accessories market development.

Based on the analysis of the mobile phone accessories market in the United States, offline channels play a significant role in the

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market by allowing consumers to assess the quality of products before making a purchase. Additionally, the rising demand for expensive items like camera lens attachments and AR smart glasses encourages consumers to buy from brick-and-mortar stores to guarantee product performance. Some electronics retailers even provide exclusive extended warranties and discounts on products, contributing to the growth of this segment.

Market Segmentation □

The market can be divided based on the product type, distribution channel, and region.

Market Breakup by Product Type

- Headphone
- Charger
- Power Bank
- Protective Case
- Others

Market Breakup by Distribution Channel

- Online
- Offline

Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United States mobile phone accessories market. Some of the major players explored in the report by Expert Market Research are as follows:

- Apple Inc.
- Samsung Electronics Co. Ltd.
- Sony Corporation
- Sennheiser Electronic GmbH & CO. KG
- Xiaomi Group
- OnePlus Technology Co., Ltd.
- Koninklijke Philips N.V.,
- Bose Corporation
- Skullcandy, Inc.
- Huawei Device Co., Ltd.
- Others

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