

Earphones and Headphones - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The Earphones and Headphones Market size is estimated at USD 69.04 billion in 2025, and is expected to reach USD 118.98 billion by 2030, at a CAGR of 11.5% during the forecast period (2025-2030).

Key Highlights

- Several factors, such as consumers' rising disposable incomes and increasing music listening activities, such as voice calls, watching TV/movies/videos, gaming, video calls, and listening to podcasts, have significantly contributed to the market's growth.
- As artificial intelligence technology continues to advance, smartphones are seeing innovations, including the emergence of multiple cameras. With the introduction of smartphones, when multi-camera smartphones gained enormous market traction, more smartphones began to introduce quad-camera or five-camera models. Multiple smartphone cameras have enabled the development of new features such as zoom, better HDR (high dynamic range), portrait modes, 3D, and low light photography.
- Active noise cancellation is a method of reducing background noise in headphones and other audio devices. It uses a digital signal processor and two microphones to detect noise and produce a sound wave with the same amplitude but in the opposite phase to the noise it detects. The most well-known type of active noise cancellation uses microphones and speakers. This is most commonly used for over-ear headphones, but the technology is now so small and battery-efficient that it can also be used for truly wireless in-ear headphones.
- Long-term exposure to electromagnetic waves emitted by headphones can pose risks to the brain. Prolonged exposure to high decibel levels can damage the insulation of nerve fibers transmitting signals from the ear to the brain. Additionally, ear infections have the potential to impact brain health. Excessive noise can elevate pressure in the ear canal, leading to dizziness. Furthermore, since earphones are inserted directly into the ear canal, they can impede airflow, raising the likelihood of ear infections. Over time, consistent use of earphones fosters bacterial growth. These bacteria can linger on the earphones and, with continued use, lead to ear infections.

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- A digital touchscreen enables voice assistant commands, interactive gesture controls, custom album art displays, and standalone music searches. For instance, in January 2024, TPV Technology launched the Philips TAH8506BK in India. The on-ear wireless headphones are available for purchase on Amazon India and selected retail stores. The headphones comprise hybrid active noise canceling technology and swipe-based touch controls. Also, the headphones support fast charging and deliver up to 60 hours of playtime.
- According to the Bureau of Labor Statistics, the US manufacturing sector's output reduced by 0.1% in the third quarter of 2023. In the durable manufacturing industry, productivity declined by 5.6%, with a 3.2% decrease in output and a 2.5% increase in hours worked in Q1 2023. The non-durable manufacturing industry's productivity increased by 1.3% as output increased by 1.4%, and hours worked remained unchanged. The manufacturing sector's productivity overall decreased by 1.6% from the first quarter of 2022. The decreased output of the manufacturing sector is expected to hamper the market's growth.

Earphones and Headphones Market Trends

Consumer Applications Segment to Witness Significant Market Growth

- The consumer applications segment of the global earphones and headphones market has experienced significant growth and change in an era dominated by technology and personalization. Headphones have evolved from wired to wireless and from basic to smart, becoming essential for modern consumers with various preferences and requirements. This upward trend will persist as manufacturers strive to improve battery life, sound quality, and connectivity range.
- Headphones are commonly utilized in consumer applications alongside stationary CD and DVD players, home theaters, personal computers, and portable devices such as digital audio players/MP3 players and mobile phones, as long as these devices possess a headphone jack. Consumers are actively searching for headphones that offer an immersive auditory experience, whether on the go, working, or simply indulging in music. The increasing sales of smartphones and the expanding base of music listeners are anticipated to amplify the utilization of headphones and earphones further.
- Headphones and earphones are now familiar sights across planes, trains, and automobiles, in the gym, workplace, and even in bed or while watching television. The demand for enhanced listening experiences has led to a significant expansion of the earphones and headphones market. This growth is not limited to a specific region, as digital entertainment is gaining popularity worldwide. The rise of consumer electronics, such as digital cameras, portable music players, and game consoles, has also played a role in driving the industry's growth. In particular, the gaming industry has witnessed an increasing preference for advanced audio technologies, making headphones and earphones increasingly popular among gamers.
- Wireless headphones, especially true wireless earbuds, have become the focal point in consumer applications. The removal of tangled wires and the ease of Bluetooth connectivity have propelled the demand for wireless options. This trend is projected to persist as manufacturers improve battery longevity, sound fidelity, and range of connectivity. These headphones frequently offer uncomplicated pairing procedures, enabling users to effortlessly connect them to various consumer devices like mobile phones, computers, or laptops. As a result, numerous companies are harnessing this technology and pioneering diverse products.
- With the increasing adoption of hybrid work, it is crucial for employees to have access to high-quality technological solutions that facilitate work from any location. In line with this, in October 2023, Cisco and Bang & Olufsen introduced innovative true wireless earbuds designed for constantly moving professionals. This collaboration aims to offer customers exceptional audio experiences, whether working from home or the office or while traveling. The Bang & Olufsen Cisco 950 boasts a sophisticated design and superior sound quality and incorporates advanced security and management features, ensuring a seamless and secure user experience. Such developments are expected to increase the applications of earphones and headphones.
- The expanding smartphone industry and mobile sales are expected to have a positive impact on market growth. The global smartphone market is expected to grow over the coming years due to several influential factors. These factors include the increasing accessibility of the internet, the rising marketing endeavors by smartphone manufacturers, and the growing number of subscriptions to social media platforms. Ericsson had estimated that smartphone mobile network subscriptions worldwide would

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reach nearly 6.4 billion in 2022. The subscriptions are projected to surpass 7.7 billion by 2028.

North America Registering a Significant Market Share

- The growth of the gaming industry in the region is a significant factor driving the North American earphones and headphones market. Listening and talking to other players is required in most online games, which drives more gamers to own headphones, resulting in increased product consumption.
- Furthermore, the increasing number of smartphone users is a driving factor for market growth because smartphones can be connected to devices to listen to music or speech with focus. According to the Consumer Technology Association, the retail revenue of consumer electronics in the United States is significantly increasing. In 2023, consumer electronics retail sales in the United States reached USD 485 billion.
- Many organizations across North America have implemented BYOD policies to leverage the benefits of employee-owned devices. This trend is particularly prevalent in IT, finance, healthcare, and professional services. Enterprises are increasingly recognizing the potential benefits of BYOD, including enhanced productivity, reduced costs, and improved employee satisfaction.
- Moreover, various players in the market are inventing new products in the country, further propelling the market's growth. For instance, in December 2023, the buzzed-about headphones from Dyson were launched in Canada. Dubbed the Dyson Zone, the noise-canceling headphones offer pure audio and advanced noise cancellation, with up to 50 hours of listening on a full charge and ultralow distortion, according to the brand.
- Further, in November 2023, the iPhone 15 Pro Max, Galaxy S23 Ultra, Pixel 8 Pro, and Nothing Phone (2) were launched in Canada. Such expansions in the smartphone market may further propel the market's growth.

Earphones and Headphones Market Overview

The earphones and headphones market is fragmented, with the presence of major players like Sony Group Corporation, Skullcandy Inc., Sennheiser Electronic GmbH & Co. KG (Sennheiser), Harman International Industries Incorporated, and Bose Corporation. Players in the market are adopting strategies such as partnerships and acquisitions to enhance their product offerings and gain a sustainable competitive advantage.

- June 2024: German audio brand beyerdynamic launched new VERIO 200 open-ear true wireless earphones that offer a secure and comfortable fit, long-lasting battery life, and an app that provides customizable sound tuning.
- October 2023: Sony announced the introduction of INZONE Buds – new truly wireless gaming earbuds packed with Sony's renowned audio technology designed to help users win games. INZONE Buds offers PC and console gamers an immersive gaming experience with personalized sound, unrivaled 12 hours of battery life, and low latency.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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