

Wireless Noise Cancelling Headphone Market to Witness Exponential Growth by 2031

Wireless Anc Headphone Market Expected to Reach \$49.6 Billion by 2031 — Allied Market Research

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EINPresswire.com/ -- The global [wireless ANC headphone market](#) share is expected to witness considerable growth in coming years, owing to an increase in demand for consumer electronics solutions across prime economies, especially in Asia-Pacific and North America, due to a rise in investment by prime players in these regions.



The infographic features a blue and white color scheme. On the left, the title 'WIRELESS ANC HEADPHONE MARKET' is in bold blue. Below it, 'OPPORTUNITIES AND FORECAST, 2021 - 2031' is in smaller black text. Two key statistics are highlighted: 'Wireless anc headphone market is expected to reach \$49.6 Billion in 2031' and 'Growing at a CAGR of 15.8% (2022-2031)'. On the right, a photograph shows a person wearing headphones working at a desk with a computer monitor. The Allied Market Research logo is in the top right corner.

Wireless Anc Headphone Market Size

Allied Market Research, titled, "Wireless Anc Headphone Market," The wireless anc headphone market was valued at \$11.7 billion in 2021, and is estimated to reach \$49.6 billion by 2031, growing at a CAGR of 15.8% from 2022 to 2031.



Significant factors impacting the growth of the global wireless ANC headphone market include increasing consumer demand for style and high-fidelity."

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The wireless Anc headphone industry characterized by technological developments and innovations is constantly evolving to keep pace with changing consumer

preferences. These technology developments are primarily driven by growing consumer demand for style and high fidelity. The emergence of the mass-market audiophile era has resulted in some significant developments in headphone technology, a long-established staple considered by some to have reached the limits of innovation. However, still new developments keep coming and sales remain relatively healthy, although economic insecurity hits the electronics market.

The [wireless Anc headphone market size](#) is poised for significant growth owing to technological

advancements resulting in the minimization of the overall weight of these devices along with the incorporation of sophisticated noise cancellation features providing a better listening experience. Further, products equipped with several sought-after features such as Wi-Fi, Bluetooth, and infrared are projected to fuel wireless Anc headphone market trends during the forecast period.

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The wireless Anc headphone market growth is largely driven by the rise in smartphone and tablet demand. Since, consumers are shifting toward listening to music on the best noise-canceling earbuds, and mobile devices, Bluetooth noise-canceling headphones & headphones are a logical hardware extension for most users. Low-fi music often played through laptop speakers or low-cost earbuds has become the standard mode for listening to music, wherein the resultant sound quality is sub-par and certainly does not meet the way music lovers want the music to be heard. Therefore, several companies in the market focus on improving sound fidelity with the incorporation of noise-canceling technology and several advanced features. The industry is continuously experiencing the emergence of new manufacturers with aggressive marketing strategies. Mergers, acquisitions, and collaborations have long been considered to be the key strategies that drive growth, innovation as well new product development. Manufacturers invest heavily in R&D to develop technology to drive product differentiation and improve market share.

Region-wise, Asia-Pacific holds a significant share of the global wireless ANC headphone market, owing to the presence of prime players in this region. Asia-Pacific is studied across China, Japan, India, South Korea, and the Rest of Asia Pacific. Asia-Pacific is expected to witness significant demand for portable music systems such as smartphones, tablets, and portable music players. The weight of headphones has decreased drastically over the years resulting in the better portability option. This is also anticipated to boost the product demand during the forecast period.

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KEY FINDINGS OF THE STUDY

- The below USD 150 price segment accounted for maximum revenue in 2021 and is projected to grow at a notable CAGR of 16.33% during the forecast period.
- The music and entertainment segment accounted for the largest wireless ANC headphone market share in 2021.
- The online distribution channel segment is projected to grow at a CAGR of 16.98% during the forecast period.
- North America contributed the major share in the wireless ANC headphone market Analysis, accounting for more than 35.7% share in 2021.

The key players profiled in the report include Sony, Sennheiser, Apple, Bose, Harman International Industries, Incorporated, Koninklijke Philips N.V., Toshiba Corporation, Logitech, Xiaomi Corporation, Asustek Computer Inc. Market players have adopted various strategies, such as product launch, collaboration, partnership, expansion, and acquisition, to expand their foothold in the market.

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