

Wireless Headphones in Malaysia

October 2025

Table of Contents

Wireless Headphones in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

TWS popularity and lifestyle shifts drive wireless headphones growth

Chinese brands lead wireless earphones with tiered offerings

E-commerce dominates distribution landscape, gaining ground in 2025

PROSPECTS AND OPPORTUNITIES

Lifestyles and streaming habits will drive demand for mid-range wireless headphones

Gaming culture will drive demand for wireless headbands and TWS earbuds

Open-ear wireless earbuds signal a new wave of product innovation

CATEGORY DATA

- Table 1 Sales of Wireless Headphones by Category: Volume 2020-2025
- Table 2 Sales of Wireless Headphones by Category: Value 2020-2025
- Table 3 Sales of Wireless Headphones by Category: % Volume Growth 2020-2025
- Table 4 Sales of Wireless Headphones by Category: % Value Growth 2020-2025
- Table 5 NBO Company Shares of Wireless Headphones: % Volume 2021-2025
- Table 6 LBN Brand Shares of Wireless Headphones: % Volume 2022-2025
- Table 7 Distribution of Wireless Headphones by Channel: % Volume 2020-2025
- Table 8 Forecast Sales of Wireless Headphones by Category: Volume 2025-2030
- Table 9 Forecast Sales of Wireless Headphones by Category: Value 2025-2030
- Table 10 Forecast Sales of Wireless Headphones by Category: % Volume Growth 2025-2030
- Table 11 Forecast Sales of Wireless Headphones by Category: % Value Growth 2025-2030

Consumer Electronics in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

- Table 12 Sales of Consumer Electronics by Category: Volume 2020-2025
- Table 13 Sales of Consumer Electronics by Category: Value 2020-2025
- Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
- Table 15 Sales of Consumer Electronics by Category: % Value Growth 2020-2025
- Table 16 NBO Company Shares of Consumer Electronics: % Volume 2021-2025
- Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
- Table 18 Distribution of Consumer Electronics by Channel: % Volume 2020-2025
- Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
- Table 20 Forecast Sales of Consumer Electronics by Category: Value 2025-2030
- Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
- Table 22 Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wireless-headphones-in-malaysia/report.