

Wireless Headphones in Saudi Arabia

August 2025

Table of Contents

Wireless Headphones in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

TWS earbuds drives demand, offering convenience and improved technology

Anker Innovations makes significant gains in landscape led by established brands

E-commerce continues to gain share from dominant specialists

PROSPECTS AND OPPORTUNITIES

Wireless headphones offers further growth potential due to low penetration rate and greater segmentation and specialisation

Technological developments and sustainable manufacturing

Utilising rising importance of IoT and smart homes offers growth potential

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 Saudi Arabia - 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

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SOURCES

Summary 1 - Research Sources

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