

# Wireless Headphones in Canada

August 2025

**Table of Contents** 

# Wireless Headphones in Canada - Category analysis

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Growth for wireless headphones is driven by innovation and high-performance features

Apple Canda leads sales while Soundcore from Anker Innovations Technology Co continues to gain ground

Retail e-commerce remains the leading and fastest-growing distribution channel

# PROSPECTS AND OPPORTUNITIES

Stable long-term outlook with stronger gains after 2026 Sports and wellness trends fuel demand for activity-ready headphones Premiumisation drives innovation and competition across price tiers

#### 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 Canada - 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-canada/report.