



Euromonitor  
International

# Wireless Headphones in the US

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Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Wireless headphones sees temporary slowdown as pricing trends diverge  
Apple leads, and Motorola launches premium earbuds in collaboration with Swarovski  
E-commerce dominates as hypermarkets and warehouse clubs gain ground

### PROSPECTS AND OPPORTUNITIES

Lifestyle integration will define the next era of wireless headphones  
Push towards premium continues to shape category dynamics  
Battery life and charging innovation to remain competitive battlegrounds

### 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 the US - 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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