

Headphones - UK - November 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“Strong growth in headphone sales has been underpinned by Bluetooth growth in 2017 and the leading manufacturers have all made moves to launch premium in-ear wireless headphones to rival Apple’s AirPods. While sound quality remains the key upgrade feature, innovation is opening up new opportunities to turn headphones into a more advanced wearable technology product.”
– **Adrian Reynolds, Consumer Technology Analyst**

This report looks at the following areas:

- The challenges of the shift to wireless
- Strong expertise vital in-store and online as headphones become more complex

The headphone market is in a period of transition as the leading manufacturers drive wireless adoption and smartphone designers increasingly remove the traditional headphone jack. With in-ear headphones so popular, manufacturers are banking on truly wireless premium earbuds with several launches in the second half of 2017. These products are opening up the headphone market to new functionality such as voice control and fitness tracking as brands see the potential of headphones as wearable technology.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

Surge in Bluetooth market driving revenues
A strong wired segment remains
Smartphone manufacturers lead in a crowded marketplace

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A third of people plan to buy headphones in the next year

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Importance of sound quality promotes demonstrations and review sites

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