



PREMIUM
HEADPHONES
& EARPHONES

Presented by



Why Headphones?

If you grew up in the 80's or 90s, it's probably taken you a while to wrap your head around the idea of high-end headphones. A generation ago, everyone but professional DJs wore headphones that were pretty similar and equally cruddy. Today, headphone sound better, look better, and feel better. We also have more reasons than ever before to use them. They've become more than devices. Now they double as fashion statements and travel tools.

Who Uses Them? What for?

Teens: Perhaps the largest users of mid-range headphones, teens are also heavy users of high-end brands. In this demographic, smaller in-ear buds are most popular.

Commuters: Users twenty-five to fifty-five are a key difference between headphone users of this generation those of the past. We can credit this partly to the rise of mobile access to content like audio books, podcasts and YouTube videos. For this group, mid and high end range headphones and earbuds are the most popular.

Professionals: The noise cancelling segment of headphones is popular not only with travelers, the group to whom they were originally marketed, but to cubicle-dwelling professionals. Wearers use headphones to improve focus and minimize distractions at work but also to enjoy content while working.

Athletes: Wireless technology has reinvented the sport category and now a second wave of wireless over-ear headphones is reinventing it yet again. Wireless in-ear buds and water-resistant buds are the most popular categories for this demographic, followed by wireless over-ear headphones.

Celebrities: There's no denying headphones are a big business. The rise of fashion brands like Beats by Dre, Skullcandy, and others have relied heavily on celebrity endorsements to build brand momentum.

157 million

U.S. smartphone users in the US, 2014.

2 billion

Smartphone users worldwide currently.



92% of adults

Carry a device that works with headphones.



Celebrities across all categories have been leveraged in headphone advertising—even those long dead.

What Next?

Because headphones are so linked to fashion, affluence, and individualism, customization is a logical outgrowth.

Manufacturers at first offered customization only for celebrity endorsers. But now, custom printing services like ThumzzUp offer full color imprints for corporations and even small businesses that want to include headphones in their gift-giving and marketing plans.



Market Share

Key players include Alclair Audio, Apple Inc. (Beats), Bose, Grado Labs, JVC, Panasonic, Philips, Pioneer, Sennheiser, Skullcandy, and Sony.



"Beats Electronics has changed the earphone/headphone industry considerably. For instance, the company incorporated several features in the in-ear devices, including high performance, exaggerated bass, acoustic fidelity, and a fancy appearance."

— Grandview Research

312 million

headphones & earphones sold in 2015 and rising every year.

What's New This Year?

The big news this holiday season is the new and improved line of wireless options from Beats by Dre.

Beats Solo³

\$299.95

Wireless Over-ear Headphones

With up to 40 hours of battery life, Beats Solo3 Wireless is your perfect everyday headphone. Enjoy an award-winning, emotionally charged experience.



Sources:

"Technology Device Ownership." Pew Research. 29 October 2015.

"Earphone and Headphone Market Analysis". Grandview Research. January 2016.

"Global Unit Sales of Headphones." Statista. 2016.

