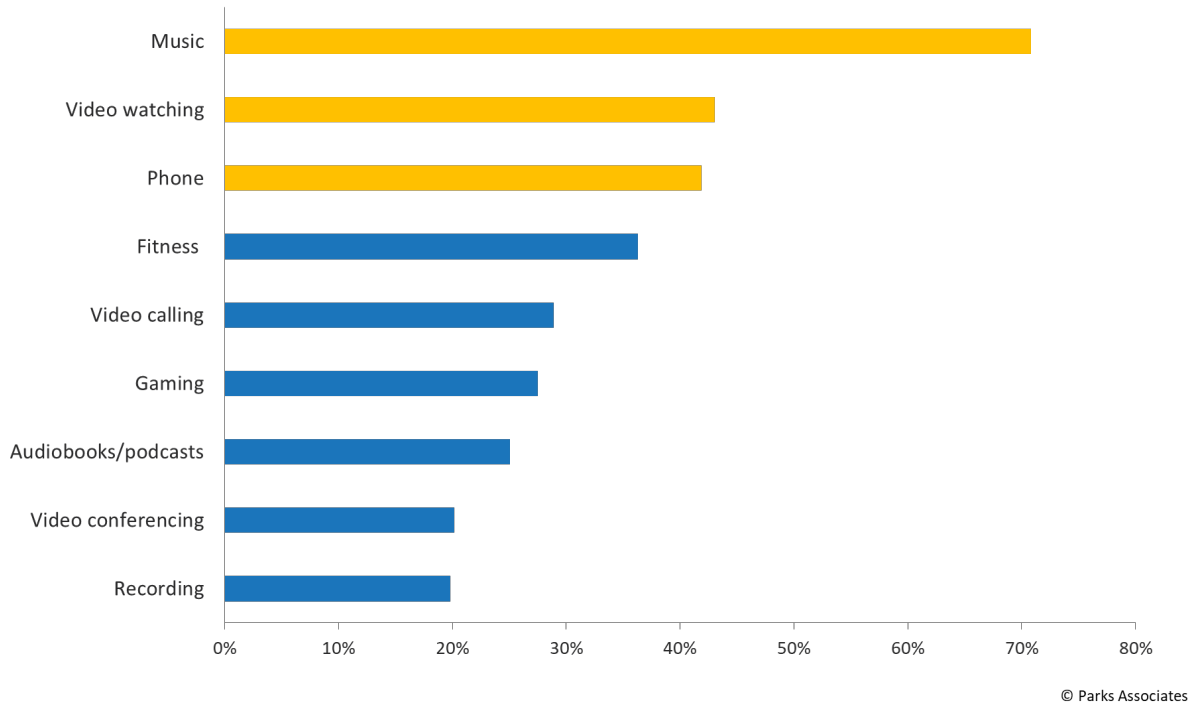


## Personal Audio Devices Use Cases Overall



The popularity of personal audio headsets has grown in recent years due to advancements with Bluetooth technology, dynamic listening features, improved form factors, and high-quality user experiences.

This **Smart Product Market Assessment** explores consumer adoption and use of personal audio devices such as wired and wireless earbuds and headphones. It also provides trending information for the past 3 years and intentions for the next year.

### Key Questions Addressed:

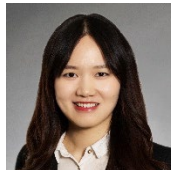
1. What is the current landscape for personal audio devices?
2. What are the consumer trends in the personal audio market?
3. What factors are driving growth in the personal audio market?
4. Who are the key players in the personal audio market?
5. What have adoption trends been since 2020 and what are consumer intentions for both earbuds and headphones?

Number of Slides: 60

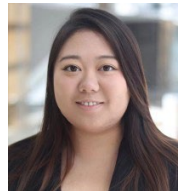
### Consumer Analytics Team



Yilan Jiang, Senior Director of Consumer Analytics

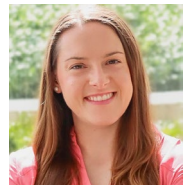


Sharon Jiang, Consumer Insights Analyst II



Yuting Mu, Consumer Insights Analyst I

### Industry Analyst



Sarah Lee, Research Analyst

## CONTENTS

### Survey Methodology and Definitions

### Key Terms and Definitions

### Executive Summary

- Average # of Personal Audio Device Owned Per Internet HHs vs. Owing HHs
- Personal Audio Device Most Often Used
- Personal Audio Top Use Cases
- Important Features for Future Headphones & Earbuds Purchase
- High Satisfaction with Audio Devices by Wire Segments
- Key Features of Determining Headphones & Earbuds Purchase

### Industry Benchmarks

- Top Market Players
- Market Trends
- Market Drivers
- Market Barriers

### Adoption Trends

- Household Adoption of Personal Audio Devices
- Average Personal Audio Device Owned
- Household Adoption of Personal Audio Devices
- Personal Audio Devices Purchased in the Last 6 Months

### Consumer Landscape: Audio Device Intentions

- Personal Audio Device Purchase Intentions for Next 6 Months
- Top Brands of Wireless Earbuds Purchased or Received

- Top Brands of Wireless Headphones Purchased or Received
- Top Brands of Wireless Earbuds Purchased or Received by Smartphone Ecosystem/Brand
- Top Brands of Wireless Headphones Purchased or Received by Smartphone Ecosystem/Brand
- Audio Device Average Purchase Prices
- Audio Devices Purchase Location

### Household Use of Personal Audio Devices

- Headphones & Earbuds Usage by Owners
- Type of Headphones & Earbuds Used
- Most Often Used Headphones & Earbuds
- Personal Audio Devices Use Cases Overall
- Headphones & Earbuds Usage
- Devices Preference for Personal Audio Use
- Headphones & Earbuds Features User Experience
- High Satisfaction with Audio Devices by Wire Segments
- High Satisfaction with Audio Devices by Most Often Used Device
- High Satisfaction with Audio Devices by Most Often Used Device
- Key Features of Determining Headphones & Earbuds Purchase
- Key Features of Determining Selection by Wire Segments
- Key Features of Determining Selection by Type of Devices
- Important Features for Future Headphones & Earbuds Purchase
- Must Have Features for Future Purchase by Wire Segments
- Must Have Features for Future Purchase by Type of Devices

## Demographics

- Most Often Used Headphones & Earbuds by Age
- Most Often Used Headphones & Earbuds by Gender
- Most Often Used Headphones & Earbuds by Income
- Most Often Used Headphones & Earbuds by Children at Home
- Wireless Audio Devices Household Adoption by Adoption Segments

## Appendix

## ATTRIBUTION

**Parks Associates**

5080 Spectrum Drive  
Suite 1000W  
Addison, TX 75001

**parksassociates.com**

**sales@parksassociates.com**

**PHONE 972.490.1113**

**Toll free 800.727.5711**

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