

Bluetooth Headsets & Mobile Music

Contributed by IMS Research
Wednesday, 23 May 2007

Bluetooth Headsets & Mobile Music - 18 May 2007

Â

Bluetooth headsets are used in the car, in the office, in the home and whenever you require your hands to be free whilst still remaining fully mobile.

The upcoming report entitled: The Worldwide Market for Bluetooth Headsets from IMS Research identifies that with a similar attachment rate of around 20% for Bluetooth headsets to Bluetooth handsets in North America and Western Europe, mono headsets, typically used mainly for voice communication still account for the majority of all headset shipped. However, with many Bluetooth enabled cellular handsets now including audio streaming capabilities through the Advanced Audio Distribution Profile (A2DP) and as more consumers become more familiar with the concept of "music on the mobile phone", IMS Research predict stereo headsets will be the next most appropriate accessory to accompany the cellular handset.

While there is already a focus on and a dedicated launch of stereo headsets, volumes are not predicted to begin before the end of 2007 / beginning 2008 with North America, UK, Germany, Italy and France seeing the initial offerings.

The report will address various aspects that will affect the wireless headset market in terms of growth and potential. According to Donna Parchment, Market Analyst, "While mono headsets already have a proven track record, stereo headsets are yet to really take off." She added, "However, use cases that stretch across a range of applications such as music, VoIP and mobile communications will help drive the stereo headset market."

The Worldwide Market for Wireless Headsets " 2007 report which is due to be published in May, covers the Americas™s, Asia and EMEA regions and forecasts the mono and stereo headset market from 2006 to 2011.

Â