

# THE ROAD TO 100 MILLION JBL HEADPHONES

JBL has always focused on how people listen to their music to ensure constantly staying one step ahead of major trends.

This is how we've become the fastest-growing headphone maker in the world, selling more than 100 million units in the past 5 years.

From affordable wireless headphones to the very latest audio innovations dedicated to gamers, **this is how we did it\***.

## 2016

**Wireless headphones that don't break the bank**



### JBL E-SERIES WIRELESS MODELS

76% growth for wireless headphones under \$100 between 2016 and 2017.

### JBL REFLECT FIT

Sports headphones took off in earnest in 2017, representing 1 in 8 shipments compared to 1 in 10 the previous year.



## 2017

**Audio for jet skiing, jogging and judo**

## 2018

**Truly immersive experience through noise cancelling**



### JBL EVEREST ELITE 750NC

Headphones with ANC (Active Noise Cancellation) grew by 51% year-on-year in 2018.

### JBL LIVE 300TWS

Headphones with voice assistants, which became truly popular in 2019, are expected to grow by over a third (31% CAGR) between now and 2023.



## 2019

**Complete freedom with true wireless and a new generation of audio with voice assistants**

## 2020

**Giving gamers the competitive edge with the ultimate gaming headset range**



### JBL QUANTUM ONE

Gaming headsets are the next growth opportunity - with revenue set to grow 26% to \$1.8bn in 2020.

\*Stats provided by Futuresource Consulting

# #100M

**HEADPHONES SOLD**

**JBL**

