

The Next Headphone Maker: Sonos?

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Wireless sound system specialist Sonos plans to enter another audio segment, Bloomberg reports-- the company is reportedly working on wireless, over-the-ear headphones, with a release set for 2020.



As one might imagine, the Sonos headphones should meet the higher end of the market, with a \$300+ pricetag. Bloomberg says the company is "focusing on audio quality and the ability to work with multiple music services and digital assistants," pointing out the possible addition of support for Amazon Alexa and Google Assistant, not to mention Siri.

Sonos itself, of course, insists it will provide no comment on future product plans. However a recent letter to shareholders points out half of music listening takes place outside the home, and perhaps the company should tackle the market segment. As the letter states, "we plan to push our boundaries by investing resources to make the experience of Sonos outside the home a reality."

Will Sonos find success in a market dominated by the likes of Bose, Sennheiser and the Apple-owned Beats? We will know once Sonos actually confirms its headphone plans.

Go [Sonos Plans Headphones in Move Outside the Home \(Bloomberg\)](#)