

Headphones in Chile

Market Direction | 2022-07-22 | 19 pages | Euromonitor

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Report description:

After impressive growth during the pandemic, when full households during home seclusion meant that Chileans sought some privacy away from other family members, demand for headphones in Chile is set to marginally decline in 2022. This is likely to be linked to the gradual return to in-person working at the office, and the return of students to universities and schools. However, it should be noted that TWS earbuds is predicted to maintain its strong growth trend in 2022, with this product partiall...

Euromonitor International's Headphones in Chile report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: TWS Earbuds, Wireless Earphones, Wireless Headbands.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Headphones market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Demand for headphones marginally declines in 2022

TWS earphones continues to gain share from other formats

Philco and AirPods lead headphones, closely followed by Xiaomi

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Wireless devices continue to gain ground in Chile

E-commerce consolidates position as fundamental channel in sales structure of players

Wired headphones considered in some cases more practical than wireless options

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