

Headphones in Brazil

Market Direction | 2022-07-26 | 19 pages | Euromonitor

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Report description:

The growth of gaming and the home office trend have positively impacted the performance of headphones, especially wireless headbands. The latter category is set to see double-digit growth in both retail volume and current value terms in 2022, with the mass segment accounting for most sales and also expected to see the strongest growth. Moreover, retail volume and value sales of TWS earbuds are also set to increase by double-digits in 2022, as these products have become more popular and desired,...

Euromonitor International's Headphones in Brazil 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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