

## **Headphones in Brazil**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Headphones in Brazil  
Euromonitor International  
July 2022

### List Of Contents And Tables

#### HEADPHONES IN BRAZIL

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Headphones sees strong growth, despite some categories showing decline

New players and products available to consumers

Grey market continues to be a concern for players

##### PROSPECTS AND OPPORTUNITIES

Social media as a platform to showcase products

Gaming set to boost demand and opportunities

E-commerce as an increasingly relevant shopping platform

##### CATEGORY DATA

Table 1 Sales of Headphones by Category: Volume 2017-2022

Table 2 Sales of Headphones by Category: Value 2017-2022

Table 3 Sales of Headphones by Category: % Volume Growth 2017-2022

Table 4 Sales of Headphones by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Headphones: % Volume 2018-2022

Table 6 LBN Brand Shares of Headphones: % Volume 2019-2022

Table 7 Distribution of Headphones by Channel: % Volume 2017-2022

Table 8 Forecast Sales of Headphones by Category: Volume 2022-2027

Table 9 Forecast Sales of Headphones by Category: Value 2022-2027

Table 10 □Forecast Sales of Headphones by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Headphones by Category: % Value Growth 2022-2027

#### CONSUMER ELECTRONICS IN BRAZIL

##### EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

##### MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 13 Sales of Consumer Electronics by Category: Value 2017-2022

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Headphones in Brazil

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-05
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com