

Headphones in Colombia

Market Direction | 2022-07-27 | 18 pages | Euromonitor

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Report description:

Volume sales in headphones overall are declining in Colombia in 2022, with a varied performance throughout. TWS earbuds and wireless headbands are rising as wired and wireless earphones fall. The latter two product areas are still larger than the former, though, and so headphones overall declines. TWS earbuds and wireless headbands are witnessing faster expansion of mass devices than of premium. Likewise, premium wireless earphones is falling faster than mass wireless earphones.

Euromonitor International's Headphones in Colombia 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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Mixed results in overall decline, with TWS earbuds rising fast

AirPods leads TWS earbuds while Sony leads wireless headbands

E-commerce plays key role in distribution of headphones

PROSPECTS AND OPPORTUNITIES

TWS earbuds will enjoy more rapid growth

Growth of wireless headbands to be supported by gaming trends

Headphones to see development in noise-cancellation functionality, and innovation inspired by hearables

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