

Headphones in Indonesia

Market Direction | 2022-07-27 | 20 pages | Euromonitor

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Report description:

For many of Indonesians, headphones are considered as non-essential items, as all smartphones come with free wired earphones. However, many urban consumers from the middle- to upper-income groups have developed more sophisticated tastes and they are purchasing TWS earbuds, which are seen to be more practical and convenient than other types of headphones. Driven by TWS earbuds, headphones continues to register positive volume growth in 2022.

Euromonitor International's Headphones in Indonesia 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.

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TWS earbuds the big winner as consumers become mobile again

Samsung retains the lead with BTS collaboration baring fruit

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Demand for headphones set to continue growing

TWS earbuds set to dominate the category with sales growth being driven by new product development

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