

Headphones in Mexico

Market Direction | 2022-07-29 | 20 pages | Euromonitor

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Report description:

Retail volume sales of headphones is set to continue to grow during 2022. During 2020 and 2021, demand for headphones was strongly supported by the fact that many more people were working or studying from home due to COVID-19 restrictions. This outweighed the economic shock of the pandemic, which led many local consumers to reduce their discretionary spending. In some cases, they wanted headphones to block out distractions or to enable them to talk to others. More generally, the increased use of...

Euromonitor International's Headphones in Mexico 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

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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Work from home supports demand

TWS earbuds continue to cannibalise wireless earphones

A broad product portfolio, a high level of brand recognition and a strong reputation for quality help Apple and Sony to keep lower-cost rivals at bay

PROSPECTS AND OPPORTUNITIES

A growing number of consumers will want more than one set of headphones

Dominance of TWS earbuds will deepen

Having surged due to the pandemic, e-commerce will continue to expand, as local consumers become more comfortable with it

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