

Headphones in South Africa

Market Direction | 2022-08-05 | 21 pages | Euromonitor

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Report description:

Headphones is set to record stable growth in 2022, picking up marginally from the previous year, as the economy improves and incomes begin to recover from the devastating effects of the pandemic. Most of the growth is being driven by the dynamic TWS earbuds, as consumers continue to switch to modern, fashionable earbuds, while wireless headbands is also predicted to record a positive performance during the year. As a result, wireless earphones is continuing to experience declining demand, with p...

Euromonitor International's Headphones in South Africa 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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