

Headphones in Egypt

Market Direction | 2022-08-08 | 20 pages | Euromonitor

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Report description:

Sales of wireless categories of headphones showed decline in 2021 as shipment delays, higher shipping expenses, and higher raw material costs contributed to decreasing sales. In addition, new regulatory legislations stated that imported electronics featuring Bluetooth technology must be presented to the National Telecom Authority for approval before release by customs. This legislation caused imports to be delayed, placing additional costs on importers (such as fees for display and extra storage...

Euromonitor International's Headphones in Egypt 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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HEADPHONES IN EGYPT

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bluetooth regulatory legislation damages volume sales of wireless headphones

Wireless headbands remain targeted to a niche of music enthusiasts and gamers with Harman maintaining leadership via its premium offerings

Wireless earphones are increasingly being replaced by TWS earbuds

PROSPECTS AND OPPORTUNITIES

Positive expected headphones sales to be driven by TWS earbuds and premium wireless headbands

Demand shifts to TWS earbuds leading to further innovation and development

E-commerce will continue to drive sales of headphones

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