

## Headphones in Nigeria

Market Direction | 2022-08-08 | 19 pages | Euromonitor

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### Report description:

The rate of growth in retail current volume sales of headphones will grow in 2022 with TWS earbuds accounting for the bulk of demand. This category will also see the best performance in 2022 thanks to the product's portability and noise cancellation features. The Samsung and Apple are performing well in the premium category, but Oraimo and Xiaomi lead in the overall TWS earbuds category due to the combination of their competitive pricing and quality.

Euromonitor International's Headphones in Nigeria 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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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Fashionable and convenient, TWS earbuds grow in popularity at the expense of wireless earphones

Music enthusiasts and gamers support sales of premium wireless headbands

Oraimo Technology is the strongest individual player in a highly fragmented category

##### PROSPECTS AND OPPORTUNITIES

Strong volume sales to be driven by TWS earbuds

Expected improvement in economy to increase demand for premium headphones

Faster, more reliable internet will facilitate e-commerce growth

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