

Headphones in Norway

Market Direction | 2022-08-10 | 18 pages | Euromonitor

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Report description:

Remote working, distance learning and restrictions on social interaction during the Coronavirus (COVID-19) pandemic boosted sales of headphones. More hectic home environments, with many consumers spending long periods in close proximity, heightened the need for headphones for noise-cancelling and telephone/video conferencing purposes. Headphones also benefited from relatively low price points, compared with other devices, during a time of high economic uncertainty. Despite a return to pre-pandem...

Euromonitor International's Headphones in Norway 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

Multiple purchases and entries into new areas add dynamism to headphones

TWS earbuds benefits from investments in products and connection

Specific function and design needs stimulate multiple purchases

PROSPECTS AND OPPORTUNITIES

Sales activity in the pandemic and maturity of smartphones to hinder sales of headphones

Shift from wireless earphones to convenient, higher-tech and stylish TWS earbuds

Task-specific headphones offer robust sales potential

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