

## **Headphones in Thailand**

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

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### **Report description:**

Headphones overall is enjoying a rebound in 2022 after seeing negative volume growth during the height of the pandemic and in 2021. In 2022, volume growth is driven entirely by TWS earbuds, with mass TWS earbuds rising significantly faster than premium TWS earbuds. All other product areas are in decline, with wireless earphones' double-digit plummet much more dramatic than wireless headbands small dip.

Euromonitor International's Headphones in Thailand 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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AirPods stays narrowly ahead of Xiaomi and Samsung

E-commerce maintains distribution lead in 2022

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Overall growth to continue positively thanks to TWS earbuds

Persistent decline for wireless headbands despite niche loyalty

Prices will drop though premiumisation trends will continue

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