

Headphones in Turkey

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

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Report description:

Headphones continues its significant, double-digit growth in 2022, in both volume and current value terms. Its rise is considerably lower than it has been over the last two years when sales were propelled by people stuck at home during restrictions. Nonetheless, there remains high demand in Turkey for products within headphones, particularly among the country's large proportion of younger consumers. Overall, headphones is an exceptionally well-performing sub-category, benefiting from its relativ...

Euromonitor International's Headphones in Turkey 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

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reliable information resources to help drive informed strategic planning.

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Headphones enjoys continued high demand as it rises rapidly from small base

JBL, Xiaomi and AirPods hold top three spots

Brands cater to increasingly sophisticated consumer demand

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Headphones holds potential for further healthy growth

TWS headphones to remain growth leader

E-commerce to expand as investment increases

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