

## **Headphones in Romania**

Market Direction | 2022-09-05 | 20 pages | Euromonitor

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### **Report description:**

Retail volume sales of headphones are set to continue to grow in 2021. Consumers, especially young users, are consuming more online audio content, with the rising popularity of streaming services such as Spotify, YouTube, etc. Furthermore, the growing popularity of gaming in Romania is also contributing to the increase in sales of wireless headbands. TWS earbuds is the best performing category, stimulated by the novelty of these products, active promotion and increasing brand variety. TWS earbud...

Euromonitor International's Headphones in Romania 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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##### 2022 DEVELOPMENTS

Increased consumption of online audio content and the growing popularity of gaming boost headphones sales

Strong growth for TWS earbuds in 2022 as these products become more widely available

New launches by Xiaomi boost the competition and widen consumer choice

##### PROSPECTS AND OPPORTUNITIES

Good prospects for TWS earbuds in Romania over the forecast period

Innovation is key to future success and the category's development

Huawei expected to be more present in the category

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