

## **Headphones in the Czech Republic**

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

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### **Report description:**

The rise in work-from-home practices as well as increased dependency on smartphones for entertainment over the last couple of years has led to an exponential rise in demand for TWS earbuds. Depending on what users are looking for, be it sound quality, comfort, battery life, or noise cancellation, there is a range of options that ensures consumers can find a product that meets their needs. Furthermore, new players continue to enter the category. This caused the average price of TWS earbuds to dro...

Euromonitor International's Headphones in Czech Republic 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.

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Wireless headbands to continue growing thanks to the popularity of gaming

Apple continues to lead TWS earbuds despite other players releasing cheaper alternatives

#### PROSPECTS AND OPPORTUNITIES

TWS earbuds to drive robust growth in headphones whilst wireless earphones continue to see falling sales

Influx of new wireless models to continue; GN Store Nord set to acquire SteelSeries

E-commerce will continue to play an important role in headphones

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