

Headphones in Australia

Market Direction | 2022-09-15 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Headphones is set to see another year of retail volume growth in 2022, driven by the boom in sales of TWS earbuds, which is set to record double-digit growth in retail volume and current value terms for another year. The overarching success of TWS earbuds has put a lot of pressure on wireless headbands, and wired and wireless earphone alternatives. Favourable product features such as convenience for on-the-go use, longer battery life and easy compatibility are helping TWS earbuds to capture shar...

Euromonitor International's Headphones in Australia 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Headphones in Australia
Euromonitor International
September 2022

List Of Contents And Tables

HEADPHONES IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

TWS earbuds drives a rise in overall sales of headphones

Local brand aims to gain a foothold, while Apple remains the leader

Hybrid working stimulates demand for headphones, with a focus on enhanced and customised ANC experiences

PROSPECTS AND OPPORTUNITIES

Wireless headbands set to see impetus from technological innovations

TWS earbuds will continue to dominate

Physical stores see recovery, while digital channels gain prevalence

CATEGORY DATA

Table 1 Sales of Headphones by Category: Volume 2017-2022

Table 2 Sales of Headphones by Category: Value 2017-2022

Table 3 Sales of Headphones by Category: % Volume Growth 2017-2022

Table 4 Sales of Headphones by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Headphones: % Volume 2018-2022

Table 6 LBN Brand Shares of Headphones: % Volume 2019-2022

Table 7 Distribution of Headphones by Channel: % Volume 2017-2022

Table 8 Forecast Sales of Headphones by Category: Volume 2022-2027

Table 9 Forecast Sales of Headphones by Category: Value 2022-2027

Table 10 □Forecast Sales of Headphones by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Headphones by Category: % Value Growth 2022-2027

CONSUMER ELECTRONICS IN AUSTRALIA

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 13 Sales of Consumer Electronics by Category: Value 2017-2022

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

Headphones in Australia

Market Direction | 2022-09-15 | 20 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com