

Headphones in Austria

Market Direction | 2022-10-10 | 18 pages | Euromonitor

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Report description:

Retail volume sales of headphones are projected to continue to increase healthily in 2022. The category registered some additional positive impulses as the Coronavirus (COVID-19) public health crisis eased and consumers' leisure habits largely returned to pre-pandemic norms. Advanced features, such as noise cancelling and voice assistants, continued to play minor roles, while the major reason for new purchases remained the advantages of wireless variants in terms of convenience, alongside a stro...

Euromonitor International's Headphones in Austria 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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Euromonitor International
October 2022

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Shift towards wireless headphones not yet complete

Negative retail value sales growth for the second year in a row

Fragmentation as more players try to tap into growth potential

PROSPECTS AND OPPORTUNITIES

Greater affordability to sustain volume growth but hurt value growth

Convenient TWS earbuds expected to make gains at the expense of wireless earphones and headbands

Competition set to prove extremely tough in headphones

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