

Headphones in India

Market Direction | 2022-10-11 | 20 pages | Euromonitor

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Report description:

TWS earbuds is set to account for over a 50% share of retail volume sales in headphones in 2022. This is despite the fact that Indian consumers have historically been exposed to wired earphones, which are available at low prices. TWS earbuds have gained popularity due to better-quality smartphones, consumers' desire for wireless accessories, and the availability of many brands within the category. Consumers are increasingly on-the-go, especially after two years of recurrent waves of COVID-19 inf...

Euromonitor International's Headphones in India 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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