

Headphones in the US

Market Direction | 2022-10-12 | 23 pages | Euromonitor

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Report description:

In 2022, TWS earbuds is expected to see strong retail volume growth, sustaining the double-digit increase seen in the previous year. TWS earbuds have become fully mainstream thanks to brands offering alternatives at lower price points to AirPods offerings. Also, newer offerings are more comfortable, have greater noise cancellation abilities and improved sound quality compared with earlier generations, winning over sceptics who previously hesitated to splurge on earbuds. While smaller brands in T...

Euromonitor International's Headphones in USA 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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Return to normality increases demand for headphones

Headphones brands expand lower-priced offerings

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Positive volume performances for wireless headbands and TWS earbuds in the forecast period

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