

Headphones in Germany

Market Direction | 2023-03-22 | 17 pages | Euromonitor

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Report description:

In 2022, overall headphones in Germany saw nearly double-digit volume growth, with TWS earbuds posting a strong increase, while wireless earphones continued its decline, and wireless headbands declined even more strongly, with a double-digit decrease. TWS earbuds, as the strongest headphones category, is still in its growth phase, and dominates growth and overall demand for headphones. Within this category, Apple and Samsung are the biggest players. Meanwhile, the average unit price of overall h...

Euromonitor International's Headphones in Germany 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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reliable information resources to help drive informed strategic planning.

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