

Headphones in Germany

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

AVAILABLE LICENSES:

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

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

Table of Contents:

Headphones in Germany

Euromonitor International

March 2023

List Of Contents And Tables

HEADPHONES IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

TWS earbuds drives growth

Headphones bring efficiency to everyday business

Fragmentation only increases in headphones

PROSPECTS AND OPPORTUNITIES

TWS earbuds set to drive actual volume growth

New innovations could replace today's headphones

Headphones needs to catch up in terms of sustainability

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 GERMANY

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

Table 22 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Headphones in Germany

Market Direction | 2023-03-22 | 17 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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-12
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com