

Headphones in Egypt

Market Direction | 2023-07-25 | 18 pages | Euromonitor

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Report description:

Headphones moved back into growth in 2023 despite the continuation of economic problems. Foreign currency shortages imposed a heavy burden on this category, as virtually all headphones are imported into Egypt. Inflation and the weaker Egyptian pound have depressed purchasing power, with consumers prioritizing more essential products and downgrading from premium to mass headphones.

Euromonitor International's Headphones in Egypt 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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Table of Contents:

Headphones in Egypt
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List Of Contents And Tables

HEADPHONES IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Headphones face marginal growth in 2023

Premium headphones witness further decline

Consumers switch to mass headphones led by TWS earbuds

PROSPECTS AND OPPORTUNITIES

TWS earbuds to gain further share at expense of earphones

E-commerce to spearhead growth in headphones

Mass headphones are expected to gain share at expense of premium alternatives

CATEGORY DATA

Table 1 Sales of Headphones by Category: Volume 2018-2023

Table 2 Sales of Headphones by Category: Value 2018-2023

Table 3 Sales of Headphones by Category: % Volume Growth 2018-2023

Table 4 Sales of Headphones by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Headphones: % Volume 2019-2023

Table 6 LBN Brand Shares of Headphones: % Volume 2020-2023

Table 7 Distribution of Headphones by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Headphones by Category: Volume 2023-2028

Table 9 Forecast Sales of Headphones by Category: Value 2023-2028

Table 10 Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Headphones by Category: % Value Growth 2023-2028

CONSUMER ELECTRONICS IN EGYPT

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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