

Headphones in Hungary

Market Direction | 2023-07-25 | 17 pages | Euromonitor

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Report description:

Whilst premium wireless headbands were popular during COVID-19 as they had more convenient features for both work and gaming, high inflation and rising prices deterred consumers from paying extra for them in 2023, therefore mass products performed better than their premium counterparts in the year. However, volume sales decline was recorded in both categories in 2023 due to fewer consumers needing them than during the pandemic when home seclusion was mandatory.

Euromonitor International's Headphones in Hungary 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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Consumers continue to prefer TWS earbuds

Apple continues to lead, but landscape becomes more fragmented

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Slowed growth for TWS earbuds as the category matures

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