

Headphones in Indonesia

Market Direction | 2023-07-26 | 20 pages | Euromonitor

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Report description:

In recent years, headphones have evolved from being a mere accessory to an integral part of a person's lifestyle, particularly among the young generations in Indonesia. Propelled by the development and adoption of True Wireless Stereo (TWS) earbuds, headphones is enjoying solid volume growth in 2023. This can be attributed solely to the progression of TWS earbuds and the enhanced features they offer. Other than TWS earbuds, all category members are in decline in terms of volume sales in 2023.

Euromonitor International's Headphones in Indonesia 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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