

## Headphones in Mexico

Market Direction | 2023-07-28 | 22 pages | Euromonitor

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### Report description:

Retail volume sales and current value sales of headphones are set to continue to grow over 2023, and at their fastest rates of the review period. During 2020 and 2021, the demand for headphones was strongly supported by the fact that many more people were working or studying from home and falling back on the home for entertainment due to Coronavirus (COVID-19) restrictions. This reality outweighed the economic shock of the pandemic, which led many local consumers to reduce their discretionary sp...

Euromonitor International's Headphones in Mexico 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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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Return to on-the-go lifestyles increases out-of-home usage while residual pandemic work practices boost home use

Fast-growing gaming community impacts company activity in headphones

Global players lead, but there is wide room for small manufacturers of low-priced offerings in wireless earphones and wireless headbands

##### PROSPECTS AND OPPORTUNITIES

TWS earbuds set to benefit most as consumers keep more than one set of headphones

Improving online infrastructure to continue to push e-commerce

Headphones to continue to see innovation

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