

Headphones in Saudi Arabia

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

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Report description:

Headphones is another category enjoying volume growth in Saudi Arabia in 2023, albeit at a lower rate than seen with wearable electronics. The increasing adoption of headphones and earphones in Saudi Arabia, especially for use while exercising and during office hours, is encouraging product demand. This demand is also in conjunction to the newer models of smartphones not coming equipped with a headphone jack, leaving people with no alternate but to invest in a wireless audio device. The removal...

Euromonitor International's Headphones in Saudi Arabia 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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Wireless headphones/earphones project growth in Saudi Arabia

Key players segment headphone types to differentiate their offerings

Sony announces new LinkBuds S "Earth Blue" model - the smallest and lightest, noise cancelling, wireless headphones made from recycled materials

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Smart and wireless headphones to propel category growth over the forecast period

Average unit prices to reduce over the coming years

Voice assistant apps and integration will also stimulate category competition

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