

Headphones in Turkey

Market Direction | 2023-07-25 | 20 pages | Euromonitor

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Report description:

Headphones registered slower volume growth in 2023 as the sharp rise in the cost of living led to a decline in disposable incomes. The devastating effects of the earthquake that took place in February 2023 had a noticeable impact on consumption of non-essential items too. Nonetheless, headphones are a popular item in consumer electronics and demand is rising, especially among the young population in the country. In addition to the increased usage of mobile phones, the growing popularity of onlin...

Euromonitor International's Headphones in Turkey 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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Euromonitor International
July 2023

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