

Headphones in Australia

Market Direction | 2023-08-09 | 21 pages | Euromonitor

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Report description:

Sales of headphones continue to see dynamic double-digit growth in retail volume terms in 2023, driven by the huge success of TWS earbuds. Favourable product features such as convenience for on-the-go use, longer battery life and easy compatibility are helping TWS earbuds to capture share. When it comes to purchasing decisions, consumers are primarily concerned with sound quality when looking at headphones. Noise cancelling features are also proving increasingly attractive with this being linked...

Euromonitor International's Headphones in Australia 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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Headphones thriving thanks to the ongoing success of TWS earbuds

Consumers turning to TWS earbuds to cut out noise distractions

Wireless headbands retains a loyal following

PROSPECTS AND OPPORTUNITIES

Players likely to continue focusing on noise cancelling functions to attract home workers

New product development and innovation set to drive advancements in TWS earbuds

E-commerce still has room to grow thanks to convenience, value and wide offer

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