

## **Headphones in Norway**

Market Direction | 2023-08-18 | 18 pages | Euromonitor

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### **Report description:**

Headphones is one of the few categories enjoying positive volume success in consumer electronics in 2023, thanks to the popularity of TWS earbuds. In line with the trend for wireless speakers, wireless variants of headphones (aka TWS earbuds) are those attracting consumer attention. Furthermore, newer models of iPhone have removed the headphones jack, thus further necessitating wireless audio solutions.

Euromonitor International's Headphones in Norway 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 enjoys positive volume success, thanks to popularity of TWS earbuds

Higher retail price points also affect headphones, driven by both inflation and product developments

Recycled plastics become increasingly used in the manufacture of headphones

##### PROSPECTS AND OPPORTUNITIES

Wireless headphones set to support ongoing growth

TWS earbuds set to maintain and grow popularity

Older-style earphones will decline as TWS earbuds continue to rise

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