

Headphones in Romania

Market Direction | 2023-08-18 | 20 pages | Euromonitor

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Report description:

Consumers are increasingly consuming entertainment through their mobile devices in Romania, including when outside home and on the move with this making a positive contribution to the growth and development of headphones. Furthermore, rising mobility post-COVID-19 has also increased the demand for headphones as consumers are commuting to work and school again, as well as travelling inside and outside the country.

Euromonitor International's Headphones in Romania 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 continues to see strong growth as consumers become more mobile

Innovation remains key as Sony and Huawei enter new product lines

Consumers increasingly going online to purchase their headphones

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TWS earbuds set to drive growth but wireless headphones likely to retain appeal

Increasing competition is music the ears for consumers in Romania

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