

Headphones in South Africa

Market Direction | 2023-08-09 | 18 pages | Euromonitor

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Report description:

Many companies in South Africa are adopting a hybrid working model, a trend that was facilitated by the COVID-19 pandemic. Such a development has boosted volume sales of headphone products, which saw continued growth in 2023. The main reason behind this increase in demand was the requirement for employees to equip themselves with the necessary tools to allow them to work from their respective homes, with minimal challenges and disturbances. Headphones are seen as a critical piece of equipment wh...

Euromonitor International's Headphones in South Africa 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.

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reliable information resources to help drive informed strategic planning.

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