

## **Headphones in Taiwan**

Market Direction | 2023-08-18 | 19 pages | Euromonitor

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### **Report description:**

Retail volume sales of headphones continued to decline in 2023, despite the increasingly important role they play in consumers' lives. In addition to providing a high-quality audio experience for music and other forms of entertainment, they can also be used for communication, such as when making phone calls or participating in video conferences. With more people working and studying from home in the wake of the COVID-19 pandemic, there was a greater need for high-quality, comfortable headphones...

Euromonitor International's Headphones in Taiwan 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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TWS earbuds buck declining sales trend

Apple leads headphones, supported by its AirPods and AirPods Max brands

E-commerce dominates distribution of headphones in 2023

##### PROSPECTS AND OPPORTUNITIES

TWS earbuds will continue to lead growth, with premiumisation set to draw in more consumers

Retailers will need to invest in-store experiences to draw consumers away from e-commerce

Crowdfunding and social media platforms will be used to attract consumers

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