

Headphones in Germany

Market Direction | 2023-10-10 | 18 pages | Euromonitor

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Report description:

In a year marked by economic uncertainties, consumer electronics has been negatively affected, especially in terms of volume sales. Consequently, only a few categories are expected to show positive development in both volume and value sales in 2023 - one of which is headphones. The widespread integration of such products into the everyday lives of German consumers, spanning from the simple enjoyment of music to sports and work-related activities, has made these products highly resilient to crisis...

Euromonitor International's Headphones in Germany 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 IN GERMANY

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Headphones is one of the few growth categories in consumer electronics

Premium products and fast replacement as growth guarantors

Apple stands out, but other brands are also getting stronger

PROSPECTS AND OPPORTUNITIES

Consumption of music and media positively affects headphones

TWS earbuds expected to remain the consumer favourite, but other categories also have potential

Demand continues even in times of crisis - outlook for headphones remains positive

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