

Headphones in India

Market Direction | 2023-10-27 | 21 pages | Euromonitor

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Report description:

After seeing tremendous growth in the past two years, TWS witnessed a slowdown in 2023 in retail volume and current value terms. TWS earbuds have surged in popularity in recent years as consumer prefer the absence of wires (allowing for greater freedom of movement), improved design and affordable prices. As the category gained traction, several new players entered leading to intense competition in terms of price and offerings. As a result, many companies focused on adding a myriad of features, s...

Euromonitor International's Headphones in India 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

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reliable information resources to help drive informed strategic planning.

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HEADPHONES IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

True Wireless Stereo (TWS) earbuds continue to drive growth in headphones
boAt continues to lead in headphones by a wide margin
Evolving consumer lifestyles and socioeconomic factors create positive impact

PROSPECTS AND OPPORTUNITIES

Headphones will continue to enjoy robust growth in retail volume terms
E-commerce to become the dominant channel of distribution in the future
Local manufacturing expected to see huge growth in upcoming years

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