

Headphones in Austria

Market Direction | 2024-07-16 | 17 pages | Euromonitor

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Report description:

Demand for headphones has reached its peak in Austria, with volume sales declining significantly for a second consecutive year over 2024. Wireless headphones, and particularly TWS earbuds, have become standard must-haves for most consumers. In addition, many of the latest smartphones do not have a headphone jack anymore. As such, volume sales of headphones reached saturation earlier in the review period. Current value sales declined due to stiff competition between the vast number of brands and...

Euromonitor International's Headphones in Austria 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 hits saturation point
TWS earbuds have likely reached peak in volume sales
Wide availability in retail stores contributes to growth

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Dominance of TWS earbuds likely to increase
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