

Headphones in China

Market Direction | 2024-07-17 | 19 pages | Euromonitor

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Report description:

The overall volume performance of headphones in China is expected to remain robust in 2024, with strong single-digit retail volume growth, although with falling unit prices retail current value sales are set to see a negligible decline. Certainly, China's economic slump could explain the downward trend, as in addition to falling prices, potential buyers are cautious when making their purchasing decision, seeking more affordable alternatives. Lack of technological innovations and high saturation...

Euromonitor International's Headphones in China 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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AirPods stays ahead, but faces challenges from local brands

The competitive landscape is becoming more complex due to the rise of OWS earbuds

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Headphones will adapt to more diverse scenarios due to the emerging concept of "second headphones"

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SOURCES

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