

Headphones in South Africa

Market Direction | 2024-07-15 | 19 pages | Euromonitor

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Report description:

After experiencing five consecutive years of robust double-digit retail volume growth, demand for TWS earbuds in South Africa is marginally slowing. However, it remains the leading growth driver of overall headbands, dominating demand. TWS earbuds have gained popularity among local consumers due to their sleek design and the convenience they provide by having no wires attached, making it easier for consumers to listen to music while performing various activities such as exercising. Due to the on...

Euromonitor International's Headphones in South Africa 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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Euromonitor International

July 2024

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