

Headphones in the US

Market Direction | 2024-07-16 | 22 pages | Euromonitor

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Report description:

True wireless (TWS) earbuds is set to see the strongest retail volume growth within headphones in the US in 2024. However, continued bifurcation is anticipated in this category in 2024, with growth concentrated at the lower and higher ends of the price spectrum. On the one side, value-focused brands have seen rising demand for their sub-USD50 TWS models as cost-conscious consumers have sought affordable audio accessories. At the premium end, Apple's AirPods line, and high-end offerings from Sony...

Euromonitor International's Headphones in USA 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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