

Headphones in the US

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

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Headphones in the US
Euromonitor International
July 2024

List Of Contents And Tables

HEADPHONES IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lower and premium segments see growth, middle tier squeezed out in TWS earbuds

Wireless headbands sees a pick-up in sales, driven by the latest fashion trends

Growth in TWS earbuds and wireless headbands despite economic uncertainty

PROSPECTS AND OPPORTUNITIES

Healthy growth projected to continue for TWS earbuds and wireless headbands

Audio quality and experience of headphones to improve with innovation

At a time of substantial innovation, competition set to heat up in headphones

CATEGORY DATA

Table 1 Sales of Headphones by Category: Volume 2019-2024

Table 2 Sales of Headphones by Category: Value 2019-2024

Table 3 Sales of Headphones by Category: % Volume Growth 2019-2024

Table 4 Sales of Headphones by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Headphones: % Volume 2020-2024

Table 6 LBN Brand Shares of Headphones: % Volume 2021-2024

Table 7 Distribution of Headphones by Channel: % Volume 2019-2024

Table 8 Forecast Sales of Headphones by Category: Volume 2024-2029

Table 9 Forecast Sales of Headphones by Category: Value 2024-2029

Table 10 □Forecast Sales of Headphones by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Headphones by Category: % Value Growth 2024-2029

CONSUMER ELECTRONICS IN THE US

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 13 Sales of Consumer Electronics by Category: Value 2019-2024

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 22 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Headphones in the US

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com