

Headphones in Australia

Market Direction | 2024-07-22 | 19 pages | Euromonitor

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Report description:

Demand for headphones in Australia continues to grow in 2024, driven by the dominant format of TWS earbuds, although wireless headbands also remains a positive performer. Unlike wireless earphones, which continues to experience significant retail volume decline, many local consumers are attracted to the convenience and attractive designs offered by TWS earbuds and wireless headbands. Ongoing demand is strengthening competition within the category with different models and designs emerging in the...

Euromonitor International's Headphones in Australia 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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Euromonitor International
July 2024

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TWS earbuds remains most dynamic performer
Wireless headphones complement the connected environment
Premium segment continues to outperform mass models

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Promotions will be key to maintaining volume sales growth
Physical stores will remain important aspect of shopping experience

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