

Headphones in Greece

Market Direction | 2024-07-25 | 17 pages | Euromonitor

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Report description:

In Greece, the best performing headphones are TWS earbuds. Both mass and premium products are prominent within headphones, although mass TWS earbuds enjoy higher volume sales given the shorter lifespan of economy products. TWS earbuds is seeing a slowdown in growth due to the dramatic rise in penetration, with these products becoming mainstream in 2022. The strong shift away from wired headphones was bolstered by numerous launches in TWS earbuds across different price points.

Euromonitor International's Headphones in Greece 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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