

## **Headphones in Poland**

Market Direction | 2024-07-25 | 18 pages | Euromonitor

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### **Report description:**

Volume growth is expected to be healthy for headphones in Poland in 2024, largely driven by significant volume sales of TWS earbuds. That being said, consumers continue to be price sensitive, after several years of inflation, though inflation eases in 2024. As such, more affordable mass brands perform particularly well. Wireless headphones are also expected to register marginal volume growth, while there is expected to be significant volume decline for wireless earphones.

Euromonitor International's Headphones in Poland 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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## Table of Contents:

Headphones in Poland  
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### List Of Contents And Tables

#### HEADPHONES IN POLAND

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Healthy volume growth in 2024

Top players lose volume share

E-commerce increasingly important channel

##### PROSPECTS AND OPPORTUNITIES

Continuing growth for TWS earbuds over forecast period

Value growth likely to be affected by slowdown in price increases

Performance of smartphones influences that of 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 POLAND

##### 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

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Summary 1 Research Sources

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