

Headphones in the Philippines

Market Direction | 2024-07-25 | 20 pages | Euromonitor

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Report description:

True Wireless Stereo (TWS) earbuds in the Philippines has seen consistent volume growth, with a notable rise in the popularity of more affordable alternatives to premium brands. Brands such as Redmi, RealMe, and Moondrop have introduced budget-friendly TWS earbuds like the Redmi Buds 5 Pro and RealMe Buds Air 5 offering high-quality features at a fraction of the cost of higher-end models from Apple and Bose. For instance, the Redmi Buds 5 Pro and RealMe Buds Air 5 are priced significantly lower...

Euromonitor International's Headphones in Philippines 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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