

Headphones in Hong Kong, China

Market Direction | 2024-08-01 | 18 pages | Euromonitor

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Report description:

Demand for headphones in Hong Kong continues to rise, mainly driven by the ongoing popularity of TWS earbuds, with the latter format dominating sales. Local consumers can choose from a wide range of TWS earbuds with different prices to suit their preferences and budget. For example, a general consumer may opt for an established brand such as Apple's AirPods, while someone who demands higher-quality audio may choose a more luxurious and expensive product such as Bowers & Wilkins P17, a brand know...

Euromonitor International's Headphones in Hong Kong, China 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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