

Headphones in Italy

Market Direction | 2024-07-31 | 24 pages | Euromonitor

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Report description:

Sales of headphones achieve small positive growth in Italy in 2024, as consumers are increasingly incorporating the use of headphones into their daily lives, at home, at work, and while on-the-go. This enables people to listen to music, consume media content, or simply block out surrounding noise with noise cancellation functions, creating their own personal "audiosphere". Wireless headphones are therefore preferred to wired counterparts as they allow more flexibility, and this benefit fuels sal...

Euromonitor International's Headphones in Italy 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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Health and wellness trends help to support sales

Consumers seek premium audio quality from their headphones

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Smaller houses imply a greater need for individual privacy and peace

AI will trigger sales of more premium smartphones, leading to a boost for headphones

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