

Headphones in Nigeria

Market Direction | 2024-07-31 | 17 pages | Euromonitor

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Report description:

High inflation has significantly impacted consumers' purchasing power, prompting a notable shift towards more affordable mass headphone brands in Nigeria in 2024. This shift has driven the growth of headphones, particularly the TWS earbuds and wireless headband sub-categories. Consumers' dwindling purchasing power has led to increased demand for mass affordable headphones that offer good quality. Meanwhile, wireless earphones have seen a decline in popularity due to strong competition from TWS e...

Euromonitor International's Headphones in Nigeria 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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Shift to mass headphone brands as purchasing power decreases

Oraimo leads headphones due to competitive prices

Celebrity brand ambassadors help drive growth of headphones

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E-commerce and social media will help drive sales within headphones

TWS earbuds expected to drive growth within the category

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