

## **Headphones in Portugal**

Market Direction | 2024-07-31 | 19 pages | Euromonitor

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### **Report description:**

TWS earbuds were the primary driver of volume growth in headphones in Portugal in 2024. The increase in outdoor activities and the return to offices post-pandemic have boosted the use of these devices for listening to music and podcasts, making calls or participating in meetings while on the move or outside of the home. Continuous investment from players and promotional activities are supporting this performance. Additionally, Google has entered the category with the launch of Google Pixel TWS e...

Euromonitor International's Headphones in Portugal 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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