

Headphones in South Korea

Market Direction | 2024-07-31 | 21 pages | Euromonitor

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Report description:

The market for headphones in South Korea will see positive growth in retail volume terms in 2024, in contrast to the declines of the previous two years. TWS earbuds will be the key performance driver, with noise-cancelling features and superior sound quality driving their popularity. By contrast, wireless headphones, even premium devices, are losing traction. This comes despite the efforts of well-known brands like Bose and Sony, which have released new models with enhanced noise-cancelling capa...

Euromonitor International's Headphones in South Korea 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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