

Headphones in Spain

Market Direction | 2024-07-31 | 22 pages | Euromonitor

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Report description:

Headphones represent the most dynamic segment of the consumer electronics market in Spain in retail volume terms. Growth is being primarily driven by True Wireless Stereo (TWS) earbuds, particularly the mass market segment. This surge is attributable to the influx of smaller, budget-friendly brands that provide reliable sound quality, stable connectivity, and, in some cases, warranty provisions. The rapid adoption of TWS earbuds has resulted in a significant shift away from traditional wireless...

Euromonitor International's Headphones in Spain 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass TWS earbuds lead growth in headphones market, while wireless headbands see trend towards premiumisation

Apple continues to lead sales

E-commerce builds a stronger share in headphones thanks to a wider offer and competitive prices

PROSPECTS AND OPPORTUNITIES

TWS earbuds will drive growth, thanks to continued high level of innovation

Wireless headbands offer further growth potential, while wireless headphones will continue their downward trajectory

Smaller players are expected to enter TWS earbuds but Apple will likely retain its lead

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