

Headphones in Japan

Market Direction | 2024-08-13 | 18 pages | Euromonitor

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Report description:

While overall retail volume growth of headphones is set to be negligible in Japan in 2024, this is not expected to be the case for all categories. Wireless headbands saw significant sales growth in 2023, and growth is set to continue, although at a slower rate, in 2024, especially for premium products. One reason is the expanding trend of headphones as a fashion statement. K-pop idols often appear on social media wearing wireless headbands as a fashion accessory, prompting young people to emulat...

Euromonitor International's Headphones in Japan 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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