

Headphones in Taiwan

Market Direction | 2024-08-16 | 19 pages | Euromonitor

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Report description:

Retail volume sales of headphones in Taiwan continued to decline in 2024, despite the increasingly important role they play in local consumers' lives. In addition to providing a high-quality audio experience for music and other forms of entertainment, they can also be used for communication, such as when making phone calls or participating in video conferences. With more people working and studying from home post-pandemic, there is a greater need for high-quality, comfortable headphones that pro...

Euromonitor International's Headphones in Taiwan 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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2024 DEVELOPMENTS

TWS earbuds register strongest performance in volume terms in 2024

Apple leads headphones, supported by its AirPods and AirPods Max brands

E-commerce dominates the distribution of headphones in 2024

PROSPECTS AND OPPORTUNITIES

TWS earbuds will continue to lead growth in the years ahead

Retailers must invest in in-store experiences to compete with e-commerce

New brands will keep investing in social media to generate interest

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