

Headphones in India

Market Direction | 2025-02-19 | 20 pages | Euromonitor

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Report description:

Headphones in India is set to maintain double-digit retail volume growth in 2024. India's 382 million Gen Z consumers (as of 2024) represent a significant market for affordable, stylish, and high-quality headphones. Increased smartphone penetration and the widespread consumption of media on these devices are key drivers of growth for headphones. This demographic frequently engages with content formats such as podcasts and audio series, and shows a strong preference for True Wireless Stereo (TWS)...

Euromonitor International's Headphones in India 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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HEADPHONES IN INDIA

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2024 DEVELOPMENTS

Gen Z consumers continue to drive the growth of headphones through their love of True Wireless Stereo (TWS) earbuds

While boAt currently holds the leading position in headphones, competitors are gaining ground

Allegations of white labelling slowing the growth of several home-grown brands, including boAt

PROSPECTS AND OPPORTUNITIES

Despite the high base, TWS earbuds set to drive growth, but some potential for premium over-ear wireless headphones

Driven by the expansion of quick commerce, retail e-commerce will remain the fastest-growing sales channel

Local manufacturing expected to see huge growth in the coming years

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