

# Headphones in Australia

<https://marketpublishers.com/r/H17CE50C3BA6EN.html>

Date: August 2023

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: H17CE50C3BA6EN

## Abstracts

Sales of headphones continue to see dynamic double-digit growth in retail volume terms in 2023, driven by the huge success of TWS earbuds. Favourable product features such as convenience for on-the-go use, longer battery life and easy compatibility are helping TWS earbuds to capture share. When it comes to purchasing decisions, consumers are primarily concerned with sound quality when looking at headphones. Noise cancelling features are also proving increasingly attractive with this being linked...

Euromonitor International's Headphones in Australia 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.

## Contents

### HEADPHONES IN AUSTRALIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Headphones thriving thanks to the ongoing success of TWS earbuds

Consumers turning to TWS earbuds to cut out noise distractions

Wireless headbands retains a loyal following

#### PROSPECTS AND OPPORTUNITIES

Players likely to continue focusing on noise cancelling functions to attract home workers

New product development and innovation set to drive advancements in TWS earbuds

E-commerce still has room to grow thanks to convenience, value and wide offer

#### CATEGORY DATA

Table 1 Sales of Headphones by Category: Volume 2018-2023

Table 2 Sales of Headphones by Category: Value 2018-2023

Table 3 Sales of Headphones by Category: % Volume Growth 2018-2023

Table 4 Sales of Headphones by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Headphones: % Volume 2019-2023

Table 6 LBN Brand Shares of Headphones: % Volume 2020-2023

Table 7 Distribution of Headphones by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Headphones by Category: Volume 2023-2028

Table 9 Forecast Sales of Headphones by Category: Value 2023-2028

Table 10 Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Headphones by Category: % Value Growth 2023-2028

### CONSUMER ELECTRONICS IN AUSTRALIA

#### EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

#### MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth  
2023-2028

Table 22 Forecast Sales of Consumer Electronics by Category: % Value Growth  
2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Headphones in Australia

Product link: <https://marketpublishers.com/r/H17CE50C3BA6EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H17CE50C3BA6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970