

Headphones in Hong Kong, China

<https://marketpublishers.com/r/H4712AA34135EN.html>

Date: August 2023

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: H4712AA34135EN

Abstracts

Headphones is the other category enjoying healthy volume growth, thanks to the ongoing popularity of TWS earbuds – which continues to trend thanks to a growing range of brands, across price points, being launched. Consumers can thus pick and choose between different brands and product lines, depending on their preferences and budgets.

Euromonitor International's Headphones in Hong Kong, China 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

ist Of Contents And Tables

HEADPHONES IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued popularity of TWS earbuds sustains growth in headphones

Technological improvements will drive maintained growth in TWS earbuds

PROSPECTS AND OPPORTUNITIES

TWS earbuds to become even more popular as sound quality improves

Headphones set to become more competitive, with polarisation expected

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 HONG KONG, CHINA

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 Hong Kong, China

Product link: <https://marketpublishers.com/r/H4712AA34135EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H4712AA34135EN.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