

Headphones in Russia

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Abstracts

Having declined during 2020, as consumers spent more time at home and thus had less need for them, the rate of growth in retail current value sales of headphones will rebound strongly during 2021. Premium TWS earbuds will be the main driver of this growth. A sharp acceleration in the rate of decrease in the unit price of these products during the year will play a significant role in this by making them much more affordable to local consumers.

Euromonitor International's Headphones in Russia 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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Apple continues to lead, but competition from cheaper alternatives is growing more intense

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