

# Headphones in the US

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## Abstracts

During 2023, wireless headbands continued to experience strong volume growth despite the overall weakness in demand for consumer electronics overall. The combination of low ownership rates and the rapid adoption of wireless headbands have created an environment that is highly conducive to positive sales growth in the category, even against the background of consumer belt tightening due to high inflation and economic uncertainty. The increasing consumer interest in wireless headbands can be attri...

Euromonitor International's Headphones in USA 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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