

Headphones in Denmark

August 2023

Table of Contents

Headphones in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive volume growth supported by specialist headphones for different uses

TWS earbuds maintain their status as a priority choice

Consumers seek aesthetic designs to suit their personal styles

PROSPECTS AND OPPORTUNITIES

Volume sales set to slow down, whilst demand remains relatively stable

TWS earbuds expected to remain a winner

Task-specific segmentation required for brands to stand out

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 Denmark - Industry Overview

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

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SOURCES

Summary 1 - Research Sources

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