

Headphones in Brazil

July 2023

Table of Contents

Headphones in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Headphones maintains dynamic growth in Brazil Better quality of sound and comfort are priorities for consumers Wireless earphones continues its decline, despite the growth in other categories

PROSPECTS AND OPPORTUNITIES

Improved sound quality and noise cancellation to drive innovation Customisation and personalisation Popularity of e-sports and gaming to drive innovation in wireless headbands

CATEGORY DATA

Table 1 - Sales of Headphones by Category: Volume 2018-2023Table 2 - Sales of Headphones by Category: Value 2018-2023Table 3 - Sales of Headphones by Category: % Volume Growth 2018-2023Table 4 - Sales of Headphones by Category: % Value Growth 2018-2023Table 5 - NBO Company Shares of Headphones: % Volume 2019-2023Table 6 - LBN Brand Shares of Headphones: % Volume 2020-2023Table 7 - Distribution of Headphones by Category: Volume 2018-2023Table 8 - Forecast Sales of Headphones by Category: Volume 2023-2028Table 9 - Forecast Sales of Headphones by Category: % Volume Growth 2023-2028Table 10 - Forecast Sales of Headphones by Category: % Volume Growth 2023-2028Table 11 - Forecast Sales of Headphones by Category: % Value Growth 2023-2028

Consumer Electronics in Brazil - 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 by Channel: % Volume 2018-2023
Table 18 - Distribution of Consumer Electronics by Category: Volume 2018-2023
Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
Table 20 - Forecast Sales of Consumer Electronics by Category: Wolume Growth 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

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