

Headphones in the US

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improvements in battery life push demand for wireless headbands
TWS earbuds generates strong volume growth as the consumer base expands
Falling demand for wireless earphones as consumer attention is diverted elsewhere

PROSPECTS AND OPPORTUNITIES

Innovation to drive demand as UWB headphones promise wireless hi-resolution sound
The arrival of new brands unlikely to challenge Apple's leading position
Durability and affordability to come to the fore as consumer prioritise value for money

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 the US - 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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