

# Headphones in the Philippines

July 2023

Table of Contents

## Headphones in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Gamers present a large and growing consumer base for headphones

Volume growth

Sales of TWS earbuds benefiting from a return to more active lifestyles

#### PROSPECTS AND OPPORTUNITIES

Compatibility is king but fashion could provide new opportunities

Headphones will need to adapt to changing consumer demands

Rising competition leads to lower unit prices and new specialist developments

#### 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 Philippines - 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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