



Euromonitor
International

Headphones in Australia

July 2024

Table of Contents

Headphones in Australia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

TWS earbuds remains most dynamic performer
Wireless headphones complement the connected environment
Premium segment continues to outperform mass models

PROSPECTS AND OPPORTUNITIES

TWS earbuds offers further growth potential over forecast period
Promotions will be key to maintaining volume sales growth
Physical stores will remain important aspect of shopping experience

CATEGORY DATA

Table 1 - Sales of Headphones by Category: Volume 2019-2024
Table 2 - Sales of Headphones by Category: Value 2019-2024
Table 3 - Sales of Headphones by Category: % Volume Growth 2019-2024
Table 4 - Sales of Headphones by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Headphones: % Volume 2020-2024
Table 6 - LBN Brand Shares of Headphones: % Volume 2021-2024
Table 7 - Distribution of Headphones by Channel: % Volume 2019-2024
Table 8 - Forecast Sales of Headphones by Category: Volume 2024-2029
Table 9 - Forecast Sales of Headphones by Category: Value 2024-2029
Table 10 - Forecast Sales of Headphones by Category: % Volume Growth 2024-2029
Table 11 - Forecast Sales of Headphones by Category: % Value Growth 2024-2029

Consumer Electronics in Australia - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024
Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024
Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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