

# Headphones in Germany

August 2024

Table of Contents

# Headphones in Germany - Category analysis

# **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Sales of headphones increase, driven by the premium segment Apple's AirPods continue to dominate TWS earbuds in the German market Appliances and electronics specialists remains the dominant retail channel

# PROSPECTS AND OPPORTUNITIES

Innovations in TWS earbuds in terms of gesture recognition and others Open-ear headphones expected to continue their growth in the forecast period Fairbuds has the potential to completely change the headphones category

#### CATEGORY DATA

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

#### Consumer Electronics in Germany - 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 by Channel: % Volume 2019-2024
Table 18 - Distribution of Consumer Electronics by Category: 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

# DISCLAIMER

# SOURCES

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/headphones-in-germany/report.