

Headphones in China

August 2023

Table of Contents

Headphones in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Headphones is the winner in consumer electronics in 2023, supported by the success of TWS earbuds

Apple maintains its lead in TWS earbuds, thanks to AirPods' ecosystem integration

Quest for comfort and hygiene underpins product innovation

PROSPECTS AND OPPORTUNITIES

Enhanced voice quality during calls sheds light on unleashed potential

Better prospects for products catering to sports and fitness scenarios in the post-COVID-19 era

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 China - 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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