

# Headphones in Australia

August 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Headphones thriving thanks to the ongoing success of TWS earbuds  
Consumers turning to TWS earbuds to cut out noise distractions  
Wireless headbands retains a loyal following

PROSPECTS AND OPPORTUNITIES

Players likely to continue focusing on noise cancelling functions to attract home workers  
New product development and innovation set to drive advancements in TWS earbuds  
E-commerce still has room to grow thanks to convenience, value and wide offer

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 Australia - 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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