

# Headphones in Turkey

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Headphones report slower volume growth in 2023  
TWS earbuds gain appeal among young audiences  
Higher unit prices lead to dynamic value growth

PROSPECTS AND OPPORTUNITIES

Headphones has considerable room for growth  
Developments in mobile phone and gaming industry to benefit sales  
E-commerce to become leading distribution channel

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 Turkey - 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

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-turkey/report](http://www.euromonitor.com/headphones-in-turkey/report).