

# Headphones in Denmark

July 2024

**Table of Contents** 

#### Headphones in Denmark - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Volume sales decline due to cost-of-living pressures Shift to wireless Niche development

#### PROSPECTS AND OPPORTUNITIES

Growth outlook Affordable indulgence TWS earbuds to gain momentum

#### 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 2019-2024Table 7 - Distribution of Headphones by Category: Volume 2019-2024Table 8 - Forecast Sales of Headphones by Category: Volume 2024-2029Table 9 - Forecast Sales of Headphones by Category: Value 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 Denmark - 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: Wolume Growth 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-denmark/report.