



# Headphones in Greece

July 2024

Table of Contents

## Headphones in Greece - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

TWS earbuds see slower growth as they go mainstream  
Headbands post decline as consumers move to TWS earbuds  
Wired headphones suffer losses

#### PROSPECTS AND OPPORTUNITIES

Maturity is set to hinder volume growth  
TWS earbuds set to remain the best performer  
Headbands sales to decline further and gradually stabilise

#### CATEGORY DATA

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

## Consumer Electronics in Greece - 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: % Volume 2021-2024  
Table 18 - Distribution of Consumer Electronics by Channel: % 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

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### SOURCES

Summary 1 - Research Sources

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