



Euromonitor  
International

# Headphones in India

October 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

True Wireless Stereo (TWS) earbuds continue to drive growth in headphones  
boAt continues to lead in headphones by a wide margin  
Evolving consumer lifestyles and socioeconomic factors create positive impact

#### PROSPECTS AND OPPORTUNITIES

Headphones will continue to enjoy robust growth in retail volume terms  
E-commerce to become the dominant channel of distribution in the future  
Local manufacturing expected to see huge growth in upcoming years

#### 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 India - 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-india/report](http://www.euromonitor.com/headphones-in-india/report).