



Passport

Headphones in India

Euromonitor International

October 2023

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purposes only.

Some content and data have been
changed.

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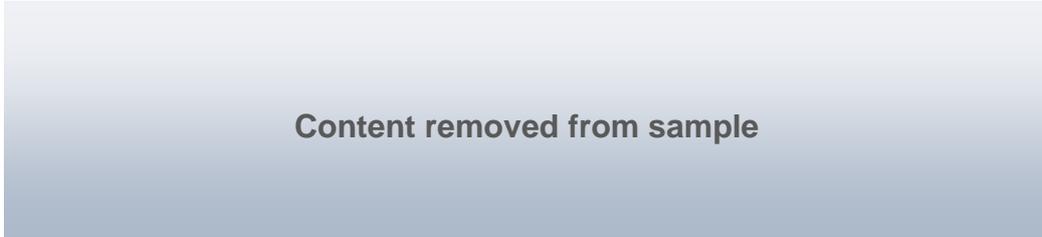
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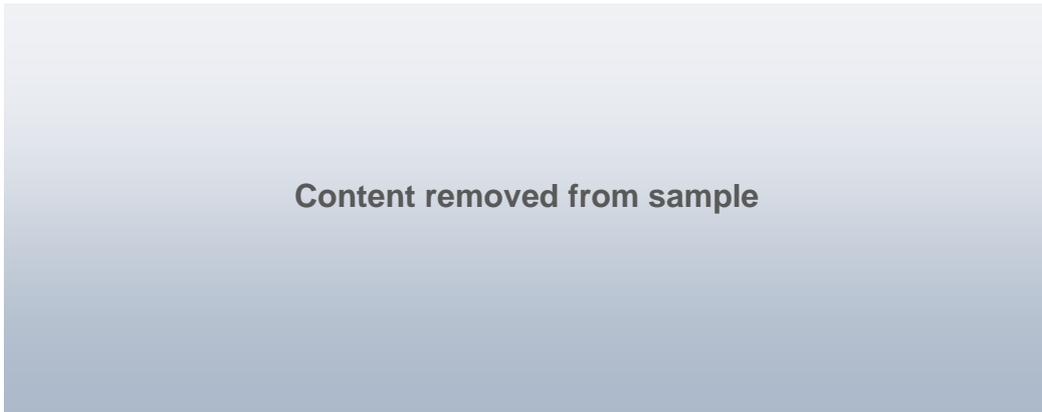
HEADPHONES IN INDIA - CATEGORY ANALYSIS

KEY DATA FINDINGS

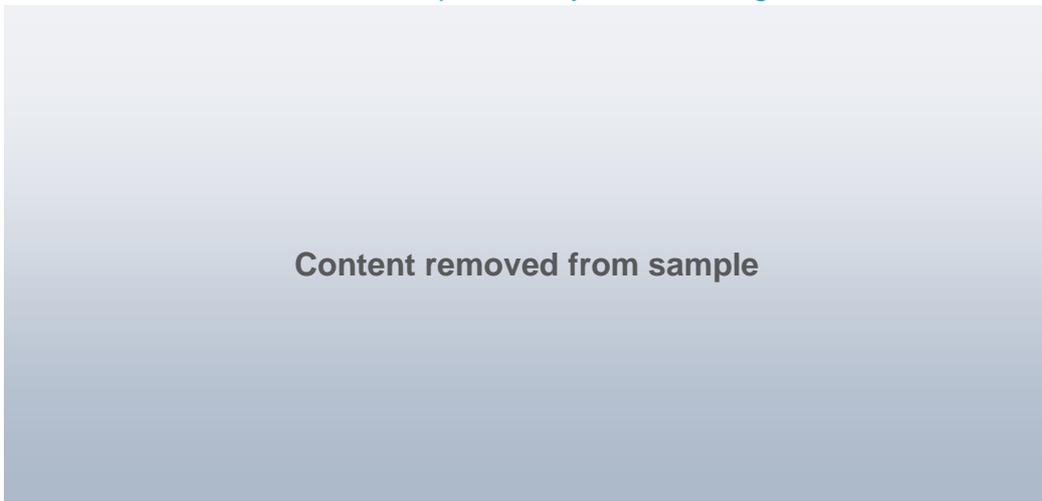


2023 DEVELOPMENTS

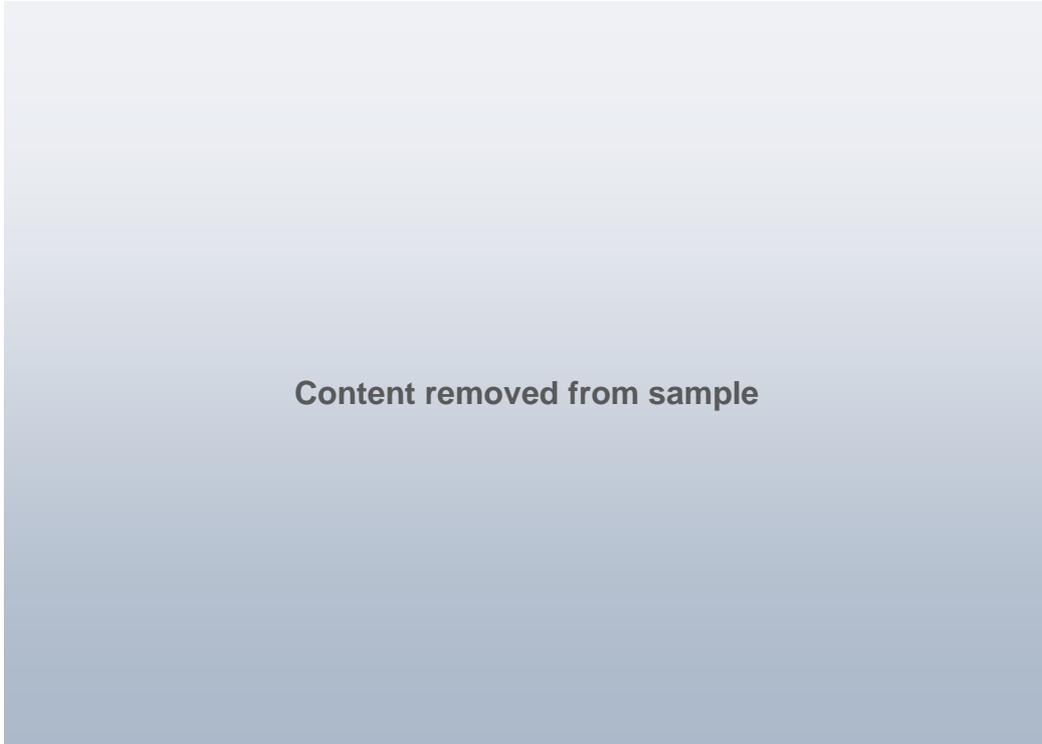
True wireless stereo (tws) earbuds continue to drive growth in headphones



Boat continues to lead in headphones by a wide margin

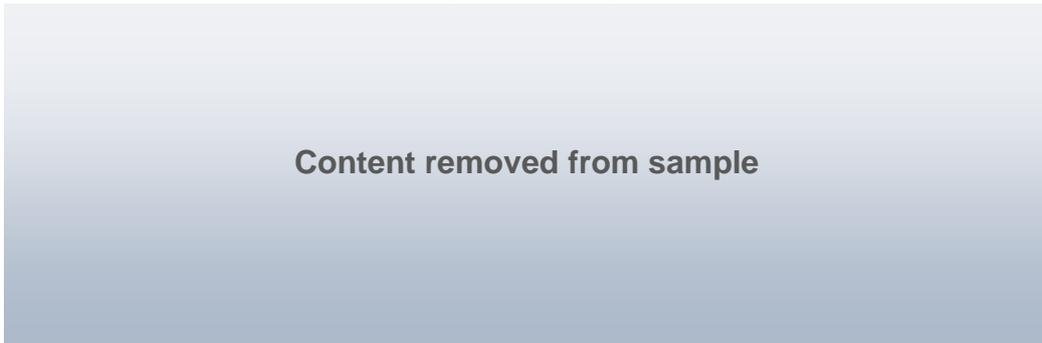


Evolving consumer lifestyles and socioeconomic factors create positive impact

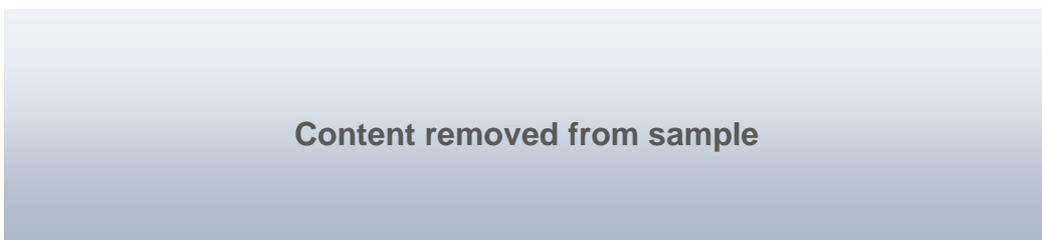


PROSPECTS AND OPPORTUNITIES

Headphones will continue to enjoy robust growth in retail volume terms



E-commerce to become the dominant channel of distribution in the future



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Local manufacturing expected to see huge growth in upcoming years

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CATEGORY DATA

Table 1 Sales of Headphones by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
Headphones	Data removed from sample					
- Wireless Headbands						
-- Mass Wireless Headbands						
-- Premium Wireless Headbands						
- Wireless Earphones						
-- Mass Wireless Earphones						
-- Premium Wireless Earphones						
- TWS Earbuds						
-- Mass TWS Earbuds						
-- Premium TWS Earbuds						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Headphones by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
Headphones	Data removed from sample					
- Wireless Headbands						
-- Mass Wireless						

- Headbands
- Premium Wireless Headbands
- Wireless Earphones
- Mass Wireless Earphones
- Premium Wireless Earphones
- TWS Earbuds
- Mass TWS Earbuds
- Premium TWS Earbuds



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Headphones by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Headphones	Data removed from sample		
- Wireless Headbands			
-- Mass Wireless Headbands			
-- Premium Wireless Headbands			
- Wireless Earphones			
-- Mass Wireless Earphones			
-- Premium Wireless Earphones			
- TWS Earbuds			
-- Mass TWS Earbuds			
-- Premium TWS Earbuds			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Headphones by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Headphones	Data removed from sample		
- Wireless Headbands			
-- Mass Wireless Headbands			
-- Premium Wireless Headbands			
- Wireless Earphones			
-- Mass Wireless Earphones			
-- Premium Wireless Earphones			
- TWS Earbuds			
-- Mass TWS Earbuds			
-- Premium TWS Earbuds			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 NBO Company Shares of Headphones: % Volume 2019-2023

% retail volume Company	2019	2020	2021	2022	2023

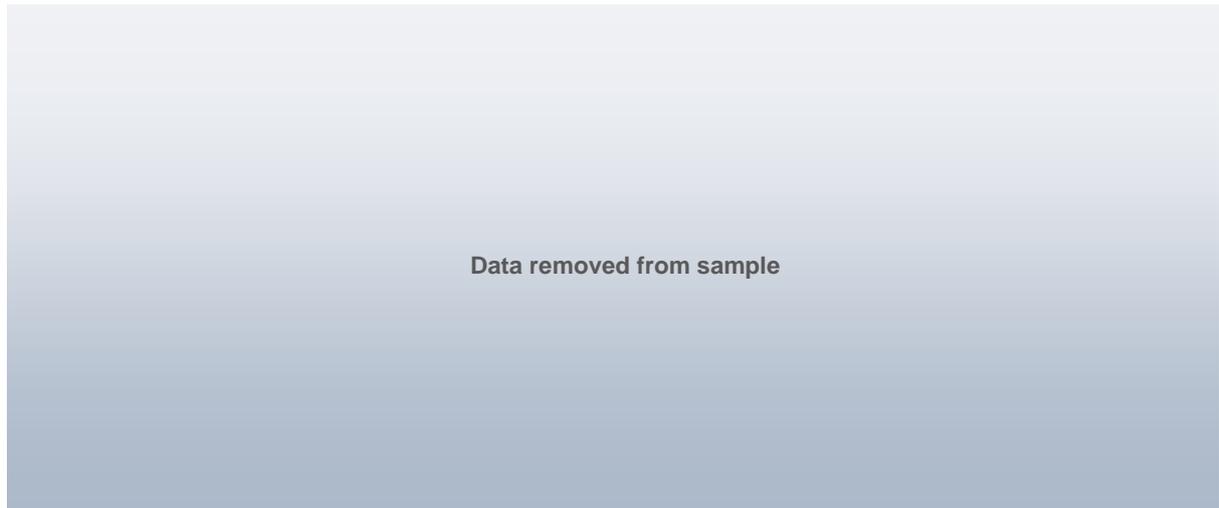
Imagine Marketing Pvt Ltd
 Nexxbase Marketing Pvt Ltd
 Realme Mobile
 Telecommunications
 (India) Pvt Ltd
 Xiaomi Technology India
 Pvt Ltd
 Samsung India Electronics
 Pvt Ltd
 OnePlus Technology
 (Shenzhen) Co, Ltd
 Apple India Pte Ltd
 Harman International
 Industries Inc
 Sony India Pvt Ltd
 Others
 Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 LBN Brand Shares of Headphones: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
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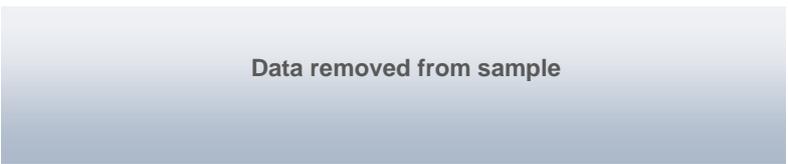


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

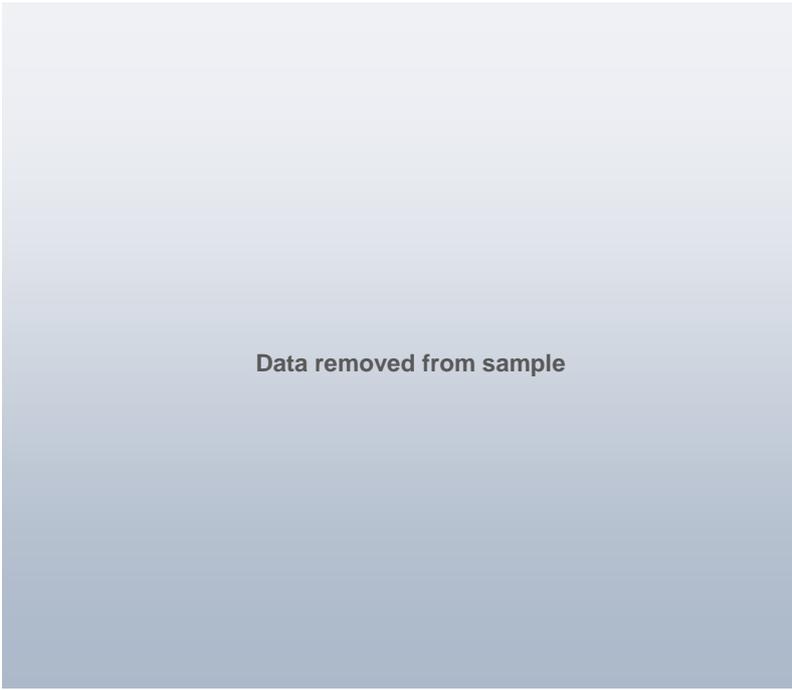
Table 7 Distribution of Headphones by Channel: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
-----------------	------	------	------	------	------	------

Retail Channels
 - Retail Offline
 -- Grocery Retailers
 --- Convenience Retail
 --- Supermarkets
 --- Hypermarkets



- Discounters
- Warehouse Clubs
- Food/drink/tobacco specialists
- Small Local Grocers
- Non-Grocery Retailers
- General Merchandise Stores
- Apparel and Footwear Specialists
- Appliances and Electronics Specialists
- Home Products Specialists
- Health and Beauty Specialists
- Leisure and Personal Goods Specialists
- Other Non-Grocery Retailers
- Vending
- Direct Selling
- Retail E-Commerce
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Forecast Sales of Headphones by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Headphones	Data removed from sample					
- Wireless Headbands						
-- Mass Wireless Headbands						
-- Premium Wireless Headbands						
- Wireless Earphones						
-- Mass Wireless Earphones						
-- Premium Wireless Earphones						
- TWS Earbuds						
-- Mass TWS Earbuds						
-- Premium TWS Earbuds						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 9 Forecast Sales of Headphones by Category: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
Headphones	Data removed from sample					
- Wireless Headbands						

- Mass Wireless Headbands
- Premium Wireless Headbands
- Wireless Earphones
- Mass Wireless Earphones
- Premium Wireless Earphones
- TWS Earbuds
- Mass TWS Earbuds
- Premium TWS Earbuds



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 10 Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Headphones	Data removed from sample		
- Wireless Headbands			
-- Mass Wireless Headbands			
-- Premium Wireless Headbands			
- Wireless Earphones			
-- Mass Wireless Earphones			
-- Premium Wireless Earphones			
- TWS Earbuds			
-- Mass TWS Earbuds			
-- Premium TWS Earbuds			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 11 Forecast Sales of Headphones by Category: % Value Growth 2023-2028

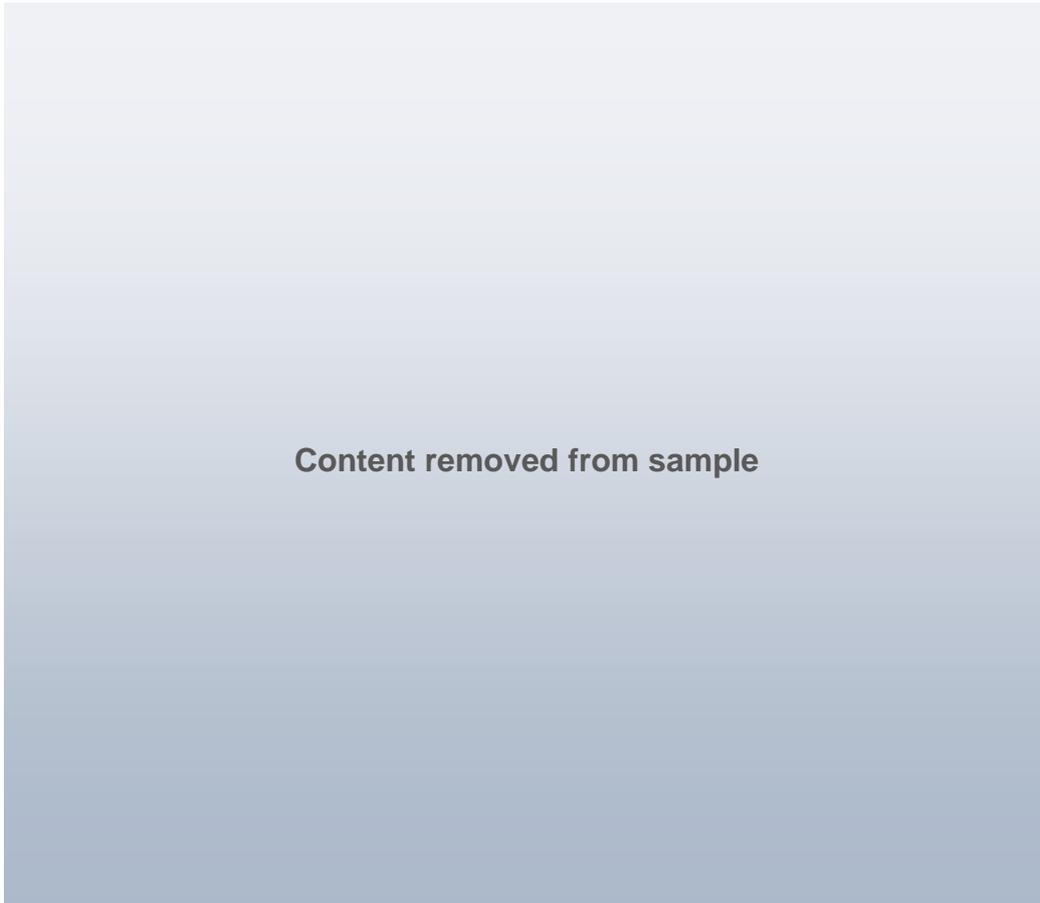
% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Headphones	Data removed from sample		
- Wireless Headbands			
-- Mass Wireless Headbands			
-- Premium Wireless Headbands			
- Wireless Earphones			
-- Mass Wireless Earphones			
-- Premium Wireless Earphones			
- TWS Earbuds			
-- Mass TWS Earbuds			
-- Premium TWS Earbuds			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

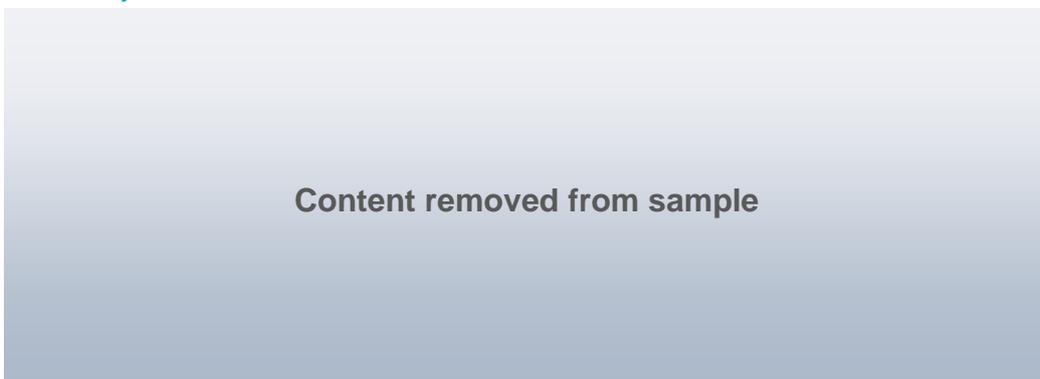
CONSUMER ELECTRONICS IN INDIA - INDUSTRY OVERVIEW

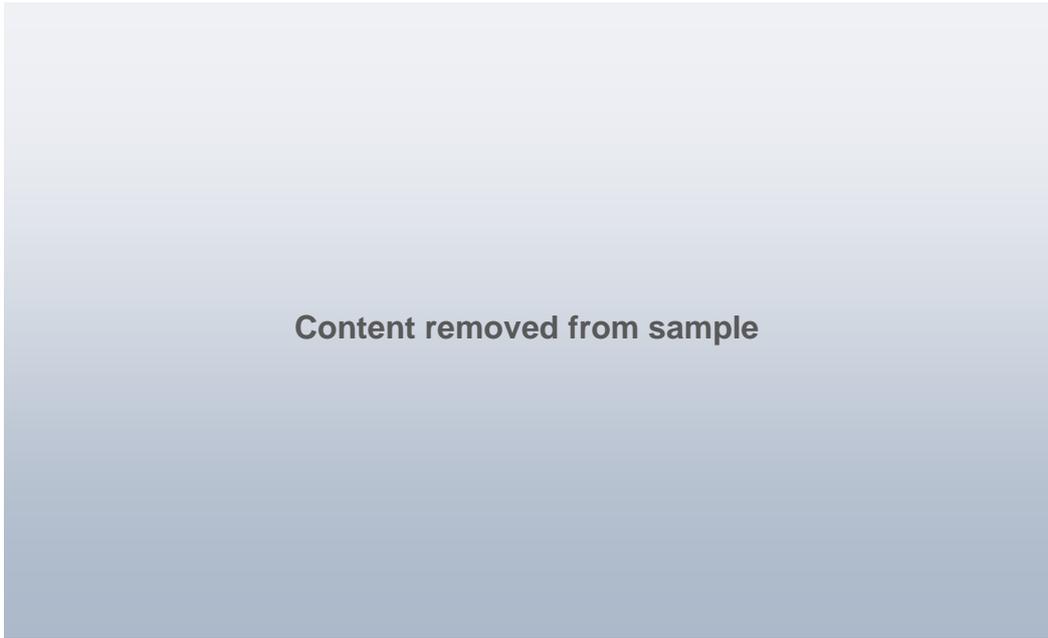
EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

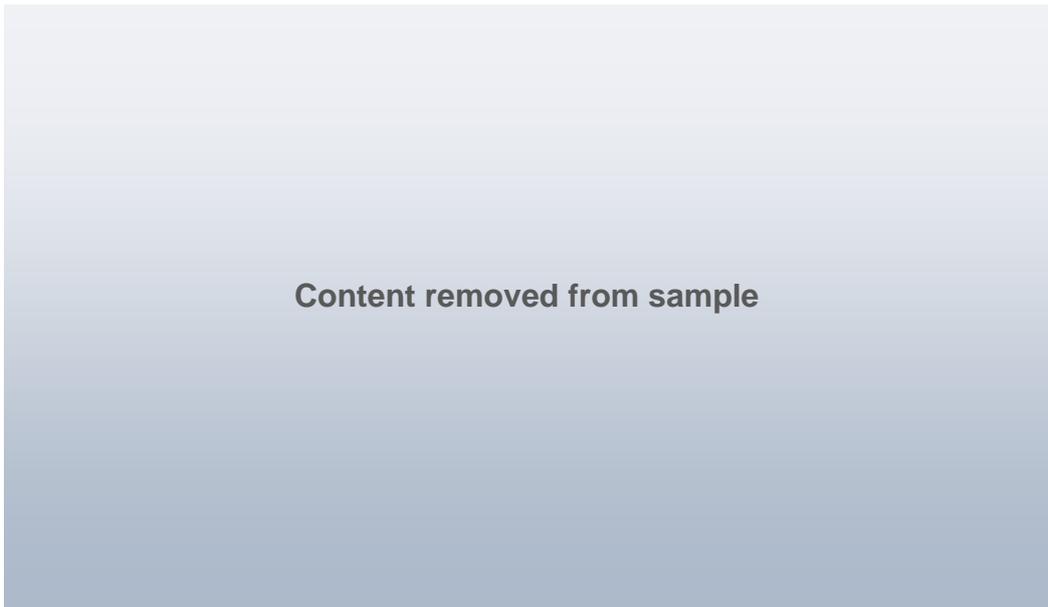


2023 key trends

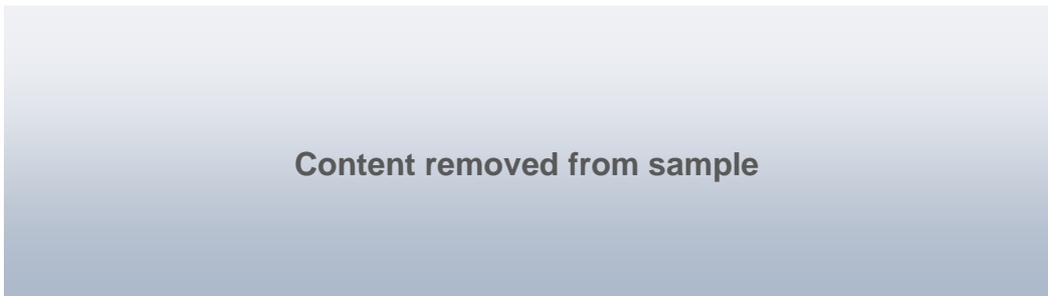




Competitive landscape

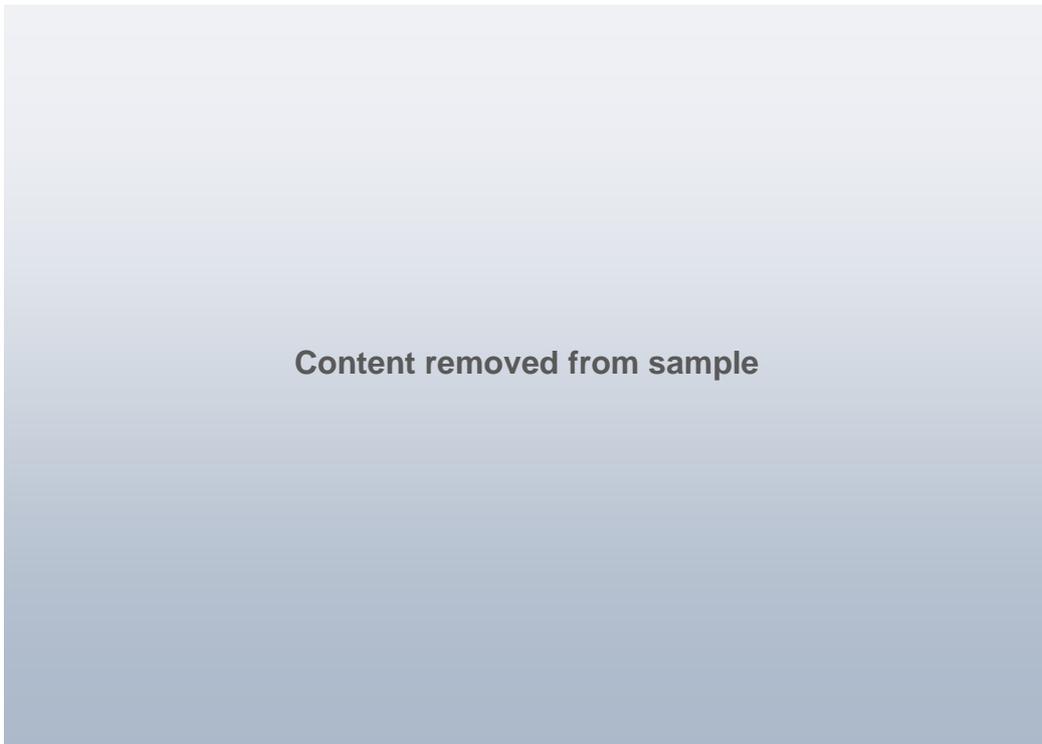


Retailing developments





What next for consumer electronics?



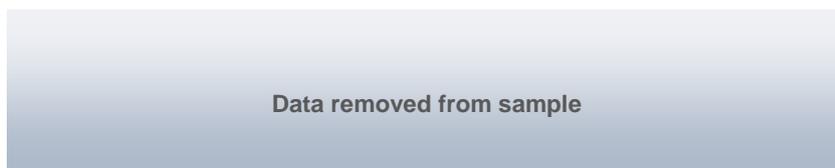
MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023

'000 units

	2018	2019	2020	2021	2022	2023
Computers and Peripherals	Data removed from sample					

In-Car Entertainment
 In-Home Consumer
 Electronics
 Portable Consumer
 Electronics
 Consumer Electronics



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Sales of Consumer Electronics by Category: Value 2018-2023

INR million

	2018	2019	2020	2021	2022	2023
Computers and Peripherals	Data removed from sample					
In-Car Entertainment						
In-Home Consumer Electronics						
Portable Consumer Electronics						
Consumer Electronics						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

% volume growth

	2022/23	2018-23 CAGR	2018/23 Total
Computers and Peripherals	Data removed from sample		
In-Car Entertainment			
In-Home Consumer Electronics			
Portable Consumer Electronics			
Consumer Electronics			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

% current value growth

	2022/23	2018-23 CAGR	2018/23 Total
Computers and Peripherals	Data removed from sample		
In-Car Entertainment			
In-Home Consumer Electronics			
Portable Consumer Electronics			
Consumer Electronics			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

% retail volume

Company	2019	2020	2021	2022	2023
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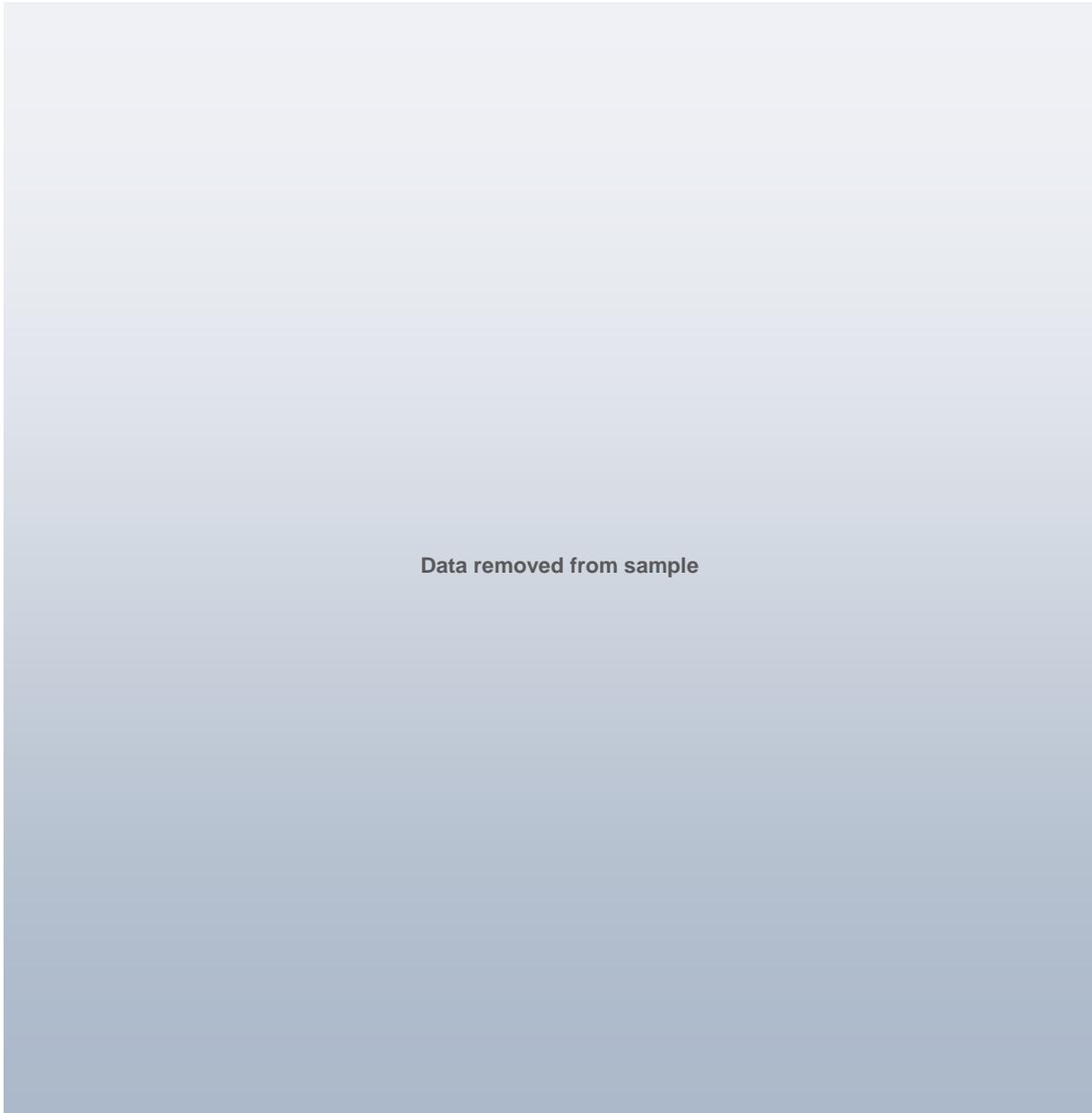
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
--------------------------------	---------------	------	------	------	------

Data removed from sample

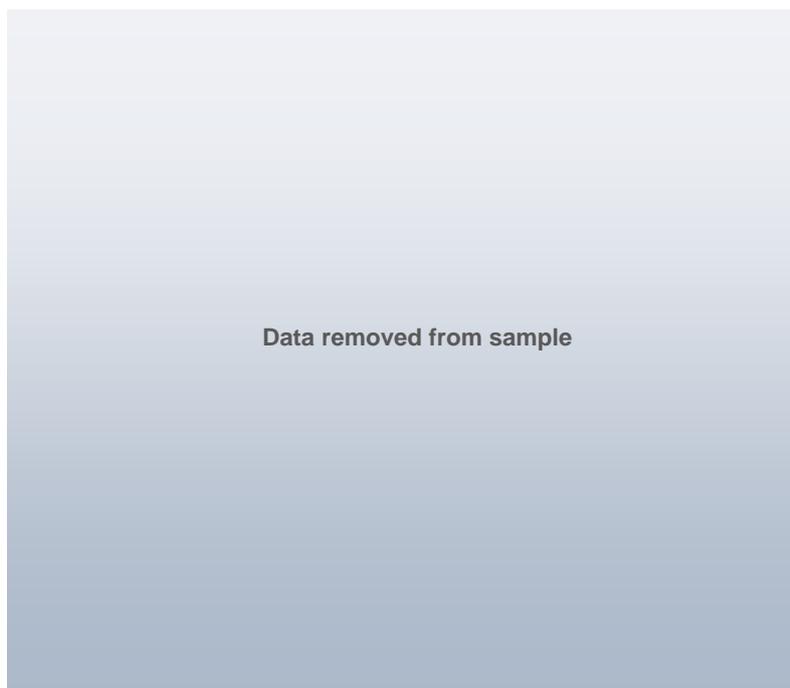


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 **Distribution of Consumer Electronics by Channel: % Volume 2018-2023**

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						

- Discounters
- Warehouse Clubs
- Food/drink/tobacco specialists
- Small Local Grocers
- Non-Grocery Retailers
- General Merchandise Stores
- Apparel and Footwear Specialists
- Appliances and Electronics Specialists
- Home Products Specialists
- Health and Beauty Specialists
- Leisure and Personal Goods Specialists
- Other Non-Grocery Retailers
- Vending
- Direct Selling
- Retail E-Commerce
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Computers and Peripherals	Data removed from sample					
In-Car Entertainment						
In-Home Consumer Electronics						
Portable Consumer Electronics						
Consumer Electronics						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
Computers and Peripherals	Data removed from sample					
In-Car Entertainment						
In-Home Consumer Electronics						
Portable Consumer Electronics						
Consumer Electronics						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Computers and Peripherals	Data removed from sample		
In-Car Entertainment			
In-Home Consumer Electronics			
Portable Consumer Electronics			
Consumer Electronics			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 22 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Computers and Peripherals	Data removed from sample		
In-Car Entertainment			
In-Home Consumer Electronics			
Portable Consumer Electronics			
Consumer Electronics			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

Forecast and scenario closing date: 10 July 2023
 Report closing date: 24 October 2023

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during research include the following:

Summary 1 Research Sources

Official Sources

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Trade Associations

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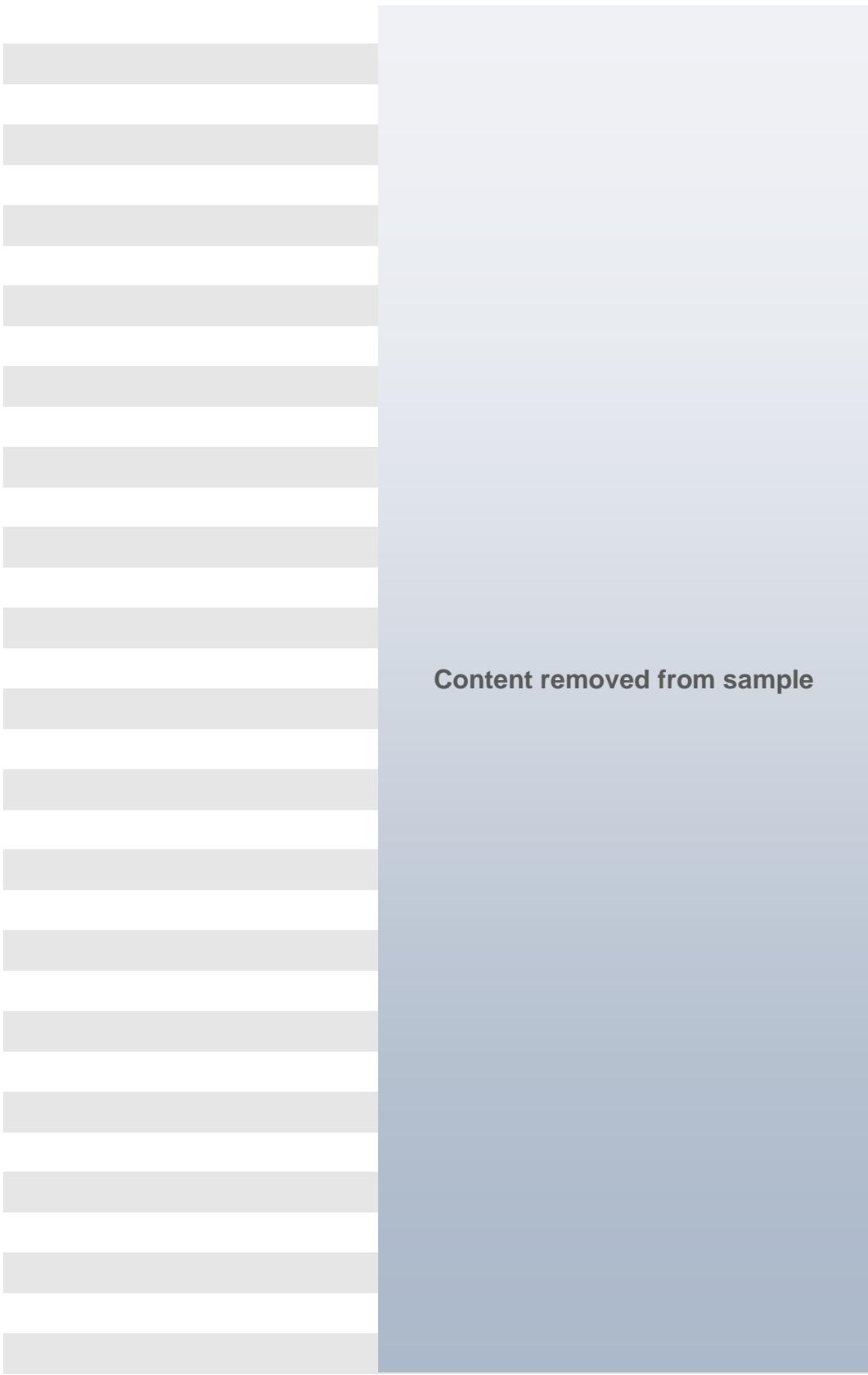
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Trade Press

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Source: Euromonitor International