

Headphones - UK - July 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“With over half of current owners willing to spend more on a product that they can try out before purchase and about a third of them looking to match their headphones with their personal style, in-store interactive product displays and individual product personalisation are likely to be the greatest drivers of market growth.”
– Sara Ballaben, Technology Analyst

This report looks at the following areas:

- Encouraging sports users to upgrade
- Appealing to Stylish Youths

Fashion-driven young music listeners have shifted the competition in the headphones market from the pure audio quality ground to a balanced mix of sound and stylish design.

As headphones have become a true fashion accessory that users want to match to their personal style, in-store interactive product displays and individual product personalisation are likely to be the greatest drivers of market growth.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Brand map

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