



Euromonitor
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Wireless Headphones in the Philippines

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

TWS earbuds records explosive growth driven by affordability, e-commerce, and younger consumers

Competition intensifies as smaller brands make gains

Omnichannel distribution strategies reshape purchasing process

PROSPECTS AND OPPORTUNITIES

Future momentum to be driven by TWS earbuds, with underlying fitness trend

Premiumisation and advanced audio features are expected to be key selling points

Wireless headphones set to embrace AI and smart features trends

CATEGORY DATA

Table 1 - Sales of Wireless Headphones by Category: Volume 2020-2025

Table 2 - Sales of Wireless Headphones by Category: Value 2020-2025

Table 3 - Sales of Wireless Headphones by Category: % Volume Growth 2020-2025

Table 4 - Sales of Wireless Headphones by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Wireless Headphones: % Volume 2021-2025

Table 6 - LBN Brand Shares of Wireless Headphones: % Volume 2022-2025

Table 7 - Distribution of Wireless Headphones by Channel: % Volume 2020-2025

Table 8 - Forecast Sales of Wireless Headphones by Category: Volume 2025-2030

Table 9 - Forecast Sales of Wireless Headphones by Category: Value 2025-2030

Table 10 - Forecast Sales of Wireless Headphones by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Wireless Headphones by Category: % Value Growth 2025-2030

Consumer Electronics in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 13 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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