

# CASE STUDY

## UK MARKET SIZE, TRENDS AND INSIGHTS – TRUE WIRELESS HEADPHONES

### Background

We were approached by a company, based in South Korea, to deliver a quick piece of desk research for the UK True Wireless Headphone market. The company required key areas to be researched identifying the trends and insight from key players within the growing 'earbuds' market. Desk research was conducted over the course of 72 hours for an agreed amount of hours, using our Insight on Demand service.

### Outcomes


- █ The report highlights included intent to purchase wearables in next year
- █ Analysis of Generation Z and Millennials motivations and needs
- █ Recent sales trends by brand/model (monthly or quarterly)
- █ Significant incidents happened in the TWS industry
- █ Significant marketing and promotion events by top brands



"Stretton and Clay carried out a thorough and judicious review of all information available to create a detailed profile of the core markets"



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