

Top 5 Higher-End Earbud Competitors

1. Ultimate Ears
2. Beats by Dre- not popular among audiophiles
3. Shure
4. Westone
5. Klipsch
6. Monster

Top 3 Lower-End Earbud Competitors

1. SkullCandy- known for earbuds
2. Panasonic
3. JVC Gumy

Earbud Industry/ Info

- Music artist and athlete endorsements ranked highest among consumers purchasing headphones under \$20 and over \$100, and sales of headphones over \$100 are growing.
- Headphones \$100 or more went from around 2 percent of the headphone market in 2009 to 3.5 percent of the market in 2010.
- Overall stereo headphone sales increased 17 percent in units and 30 percent in dollars in 2010.
- Consumers said they bought a new pair of headphones every 14 months, but teenagers reported buying new ones even more frequently.
- Teenagers were almost twice as likely as the average consumer to say they plan to purchase new headphones in the next year.
- Models under \$100 make up the majority of headphone sales, models priced above \$100 have doubled their unit share to 6 percent, and now account for more than \$342 million in sales through November of 2011.
- Found at: https://www.npd.com/wps/portal/npd/us/news/press-releases/pr_110224/!ut/p/c5/04_SB8K8xLLM9MSSzPy8xBz9CP0os3g3b1NTS98QY0P3oAA3A08Pb2N30-BQlw9LI_1I_Shz3PLG-gXZgYoAWN3eVA!!/
- As the originator of the prosumer, musician-inspired premium headphone segment, Beats by Dre continues to dominate the growing premium (\$100+) headphone market, accounting for roughly half the sales.
- Sales of by Beats competitors in the \$100+ market are up 52 percent through the first half of this year compared to 2011.
- Found at: <https://www.npdgroupblog.com/from-compton-with-love-beats-by-dre-makes-some-noise-at-the-olympics-in-london/>
- CNet and Stereophile neither recommend Beats by Dre for headphones or earbuds.
- Found at: <http://www.stereophile.com/> & <http://reviews.cnet.com/headphone-buying-guide/>

Top Headphone Purchase Influencers

	Under \$100 Purchases	\$100+ Purchases
Price	51%	10%
Sound Quality	39%	73%
Headphone Type	30%	18%
Wearing Comfort	30%	31%
Brand	13%	44%

Source: The NPD Group/ Headphones: Ownership & Application Study, 2012

Top High-end Competitors Pics

Ultimate Ears



Shure



Beats by Dre



Westone



Klipsch



Monster



Top Lower-end Competitors Pics

Skullcandy



JVC Gumy



Panasonic



Packaging Westone



Shure



Ultimate Ears



Klipsch



Urbeats by Dre



Montster



Where Competitors Are Sold and Prices

Westone: Only sold online. They also specialize in custom IEMs

Price Range: \$99.00- \$399.99

Shure: Sold at Sam Ash and specialty audio stores

Price Range: \$99.99-\$199.99

Ultimate Ears: Best Buy

Price Range: \$39.99- \$399.99

Klipsch: HH Gregg, Best Buy. Not sold at Sam Ash or Guitar Center

Price Range: \$99.99 - \$349.99

Urbeats by Dre: Sold everywhere and in specialty stores.

Price Range: \$99.95- \$149.00

Monster: Sold at Guitar Center and Sam Ash

Price Range: \$99.99 – \$399.99