

CASE STUDY

CPG & Retail

Unveiling audio product growth opportunities in India through market assessments



About the client

The firm renowned audio technology company, specializing in premium headphones, microphones, and audio equipment. With a legacy of excellence spanning decades, we are committed to delivering unparalleled sound experiences for professionals and enthusiasts alike.



Founded in
1924



Headquarters
Heilbronn,
Germany



Revenue
USD 14.2 Mn



Employees
318



Challenge

The India unit of a renowned German manufacturer specializing in microphones, headphones, wireless audio systems, and conference systems embarked on a quest for comprehensive insights into the Indian headphones and earphones market. The objective was to garner a profound understanding of market dynamics, customer preferences, and growth opportunities across



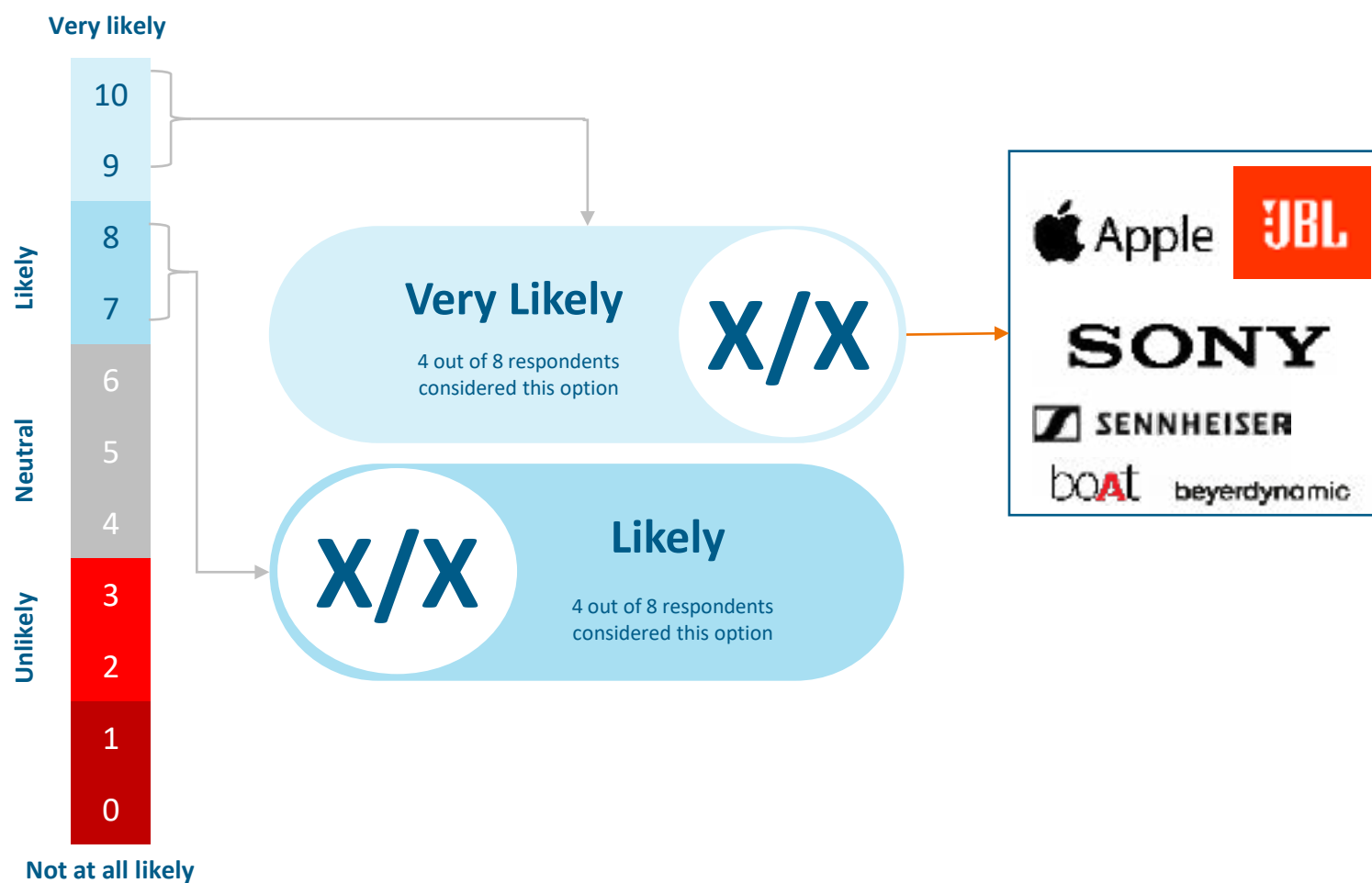
Approach and solution

To accomplish the outlined objectives, Netscribes devised an exhaustive primary research and market assessment study, characterized by:

- Engaging with a diverse array of stakeholders, including 8 respondents, 2 dealers, and 2 market experts, to gain multifaceted perspectives.
- Conducting qualitative research to delve deep into purchasing factors, brand perceptions, and drivers shaping buying behavior.
- Analyzing prevailing trends such as the paradigm shift towards online sales and the impact of technological advancements on product differentiation.

Market Assessment for Audio Products in India

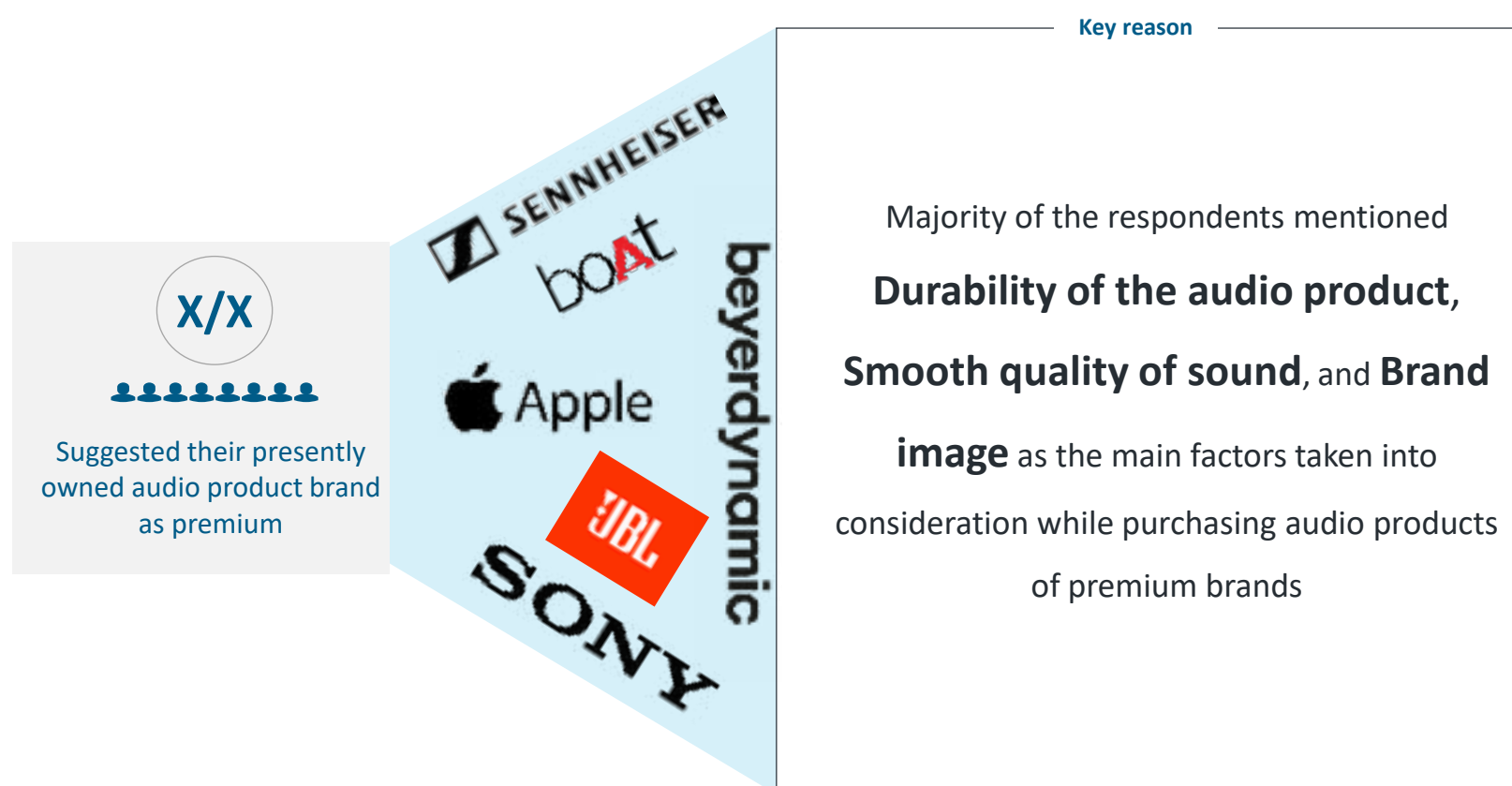
Brand Recommendation Score



C4. How likely is it that you would recommend to a friend or colleague for selected type of audio products?

Market Assessment for Audio Products in India

Perception on the Owned Audio Products



B5. Kindly state if the brand you own at present is premium. If yes/no then why?



Results delivered

Through meticulous research, analysis and market assessment, Netscribes facilitated the following outcomes:



Identification of distinct customer segments and their propensity to invest in premium audio products, shedding light on market segmentation and target demographics.



Evaluation of factors influencing market growth, encompassing regional nuances, competitive landscape, and emerging trends.



Assessment of market potential and growth opportunities across different Indian regions, discerning consumer behaviors, preferences, and purchasing patterns.



Client benefit

Deep and insightful market assessment delivered by Netscribes provided the audio brand with actionable insights, enabling them to navigate the dynamic Indian audio products market with confidence and strategic foresight. By leveraging these insights, the client stands poised to capitalize on emerging opportunities and drive sustainable growth in the fiercely competitive landscape.

Gain in-depth market assessment and brand analysis that anticipates your brand's well-being and impact on your overall business with Netscribes robust [research and information solutions](#).

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