

GfK Asia: Rising consumption of mobile technology creates demand for accessories

SINGAPORE: Rapidly advancing technology has brought about increasing popularity of mobile tech gadgets; handy especially for today's busy consumers constantly on the move. Along with the rise of portable devices like tablets, smart phones, MP3 players, etc, demand for accessories such as headsets and headphones have risen correspondingly.



Leading global market research company GfK Asia who conducts retail audit of headphones, earphones and headsets reports key trends in these segments across major Southeast Asian markets.

"Headphones, earphones and headsets are almost essential when it comes to using portable technology and nowadays, they do not just come with only basic features just to cater to the primary functions," commented Stanley Kee, regional commercial director of GfK Asia. "The headphones, earphones and headsets available in the market nowadays are equipped with various level of sophistication that offers over and beyond their primary function..."

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