

BLACK FRIDAY AUDIO INDUSTRY ANALYSIS - AMAZON US 2023

Introduction:



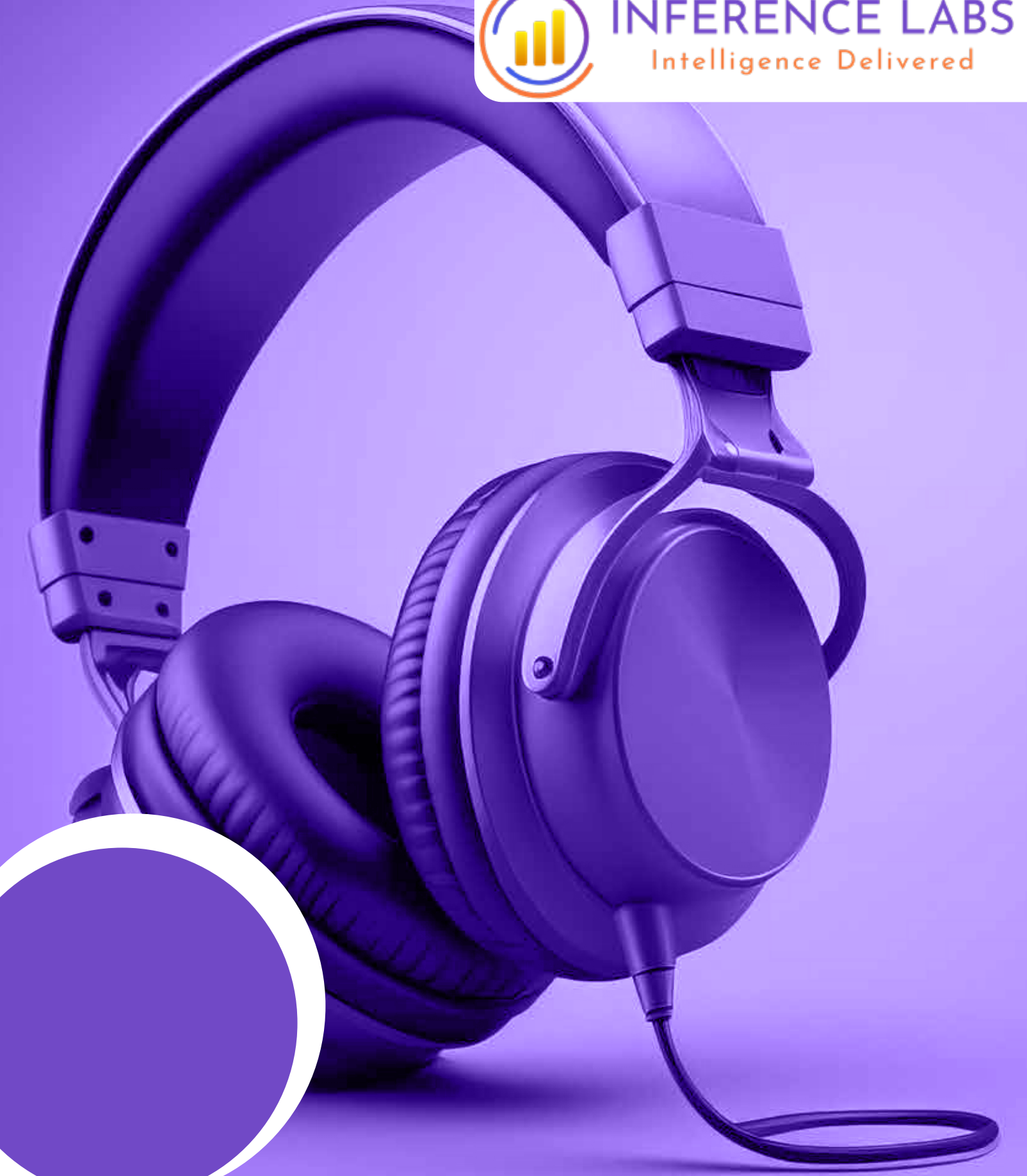
In this comprehensive analysis, we delve into the bustling audio industry's landscape on Amazon US during the highly anticipated Black Friday sales event of 2023. With an impressive array of 1,996 unique products from 30 distinct brands, the marketplace was teeming with activity, as evidenced by a high alert count, reflecting rapid changes and frequent updates. The total pre-sale price of these products was approximately \$234.70k, and during the sale, it dropped to \$215.15k, with an average discount percentage hovering around 10%. This report includes an in-depth examination of the brands, models, form factors, connector types, and alert signals, providing a holistic view of the market dynamics unique to this event.









Unlocking Insights: Delving into the Analysis

Brand and Model Analysis:



This report covers an extensive range of 30 brands and their 1,019 models that participated in the Black Friday event on Amazon US. Plantronics emerged as a significant player, featuring 205 models, followed closely by Koss with 185 models, and AUDIO-Technica, Jabra, and Skullcandy with 151, 149, and 145 models respectively. Interestingly, the event saw Sennheiser Consumer Audio provide the most substantial discounts, with a generous 26.26% off on 23 models, followed by Cleer, which offered 25.18% off on 11 models.



BRAND	TOTAL MODELS PARTICIPATED	COUNT OF COLOUR	MRP	BLACK FRIDAY SALES PRICE	DISCOUNT%	
HIFIMAN		31	12	314,295.49	298,149.55	8.67
AUDEZE		17	8	279,584.70	279,359.00	0.00
SENNHEISER		89	14	280,458.15	279,324.65	1.69
BEYERDYNAMIC		66	14	260,458.15	242,899.45	5.41
BOSE		95	37	250,708.79	236,954.46	4.47
AUDIO-TECHNICA		151	28	230,076.92	211,602.83	8.01
JABRA		149	36	207,362.22	188,483.16	7.57
PLANTRONICS		205	25	166,751.28	152,007.54	5.94
TOTAL		1604	274	2,854,228.13	2,632,337.24	8.81

Discount by Form Factor: %

The form factor-wise average discount was approximately 8.81%, with Open Ear models leading with a hefty 28.95% discount. The two-ear form factor followed at 10.25%, In Ear at 10.23%, Over Ear at 9.86%, On Ear at 4.89%, Closed Back at 3%, and Others at approximately 4.79%.

OPEN EAR	29	ONE EAR	5
TWO EAR	10	OTHERS	5
IN EAR	10	CLOSED BACK	3
OVER EAR	10	FOLDING	0
ON EAR	7	OPEN BACK	0
SEMI OPEN BACK	5		

Discount by Connector Type: %

Despite their rarity, digital UHF signal connector types offered a substantial average discount of 56.52%, suggesting strategic pricing within a niche market. The versatility of products featuring both wired and wireless connectivity was marketed with significant discounts. Despite having the largest market presence with 1,549 unique products, wired connectors saw a lower average discount of 7.35%, indicative of a saturated market. In contrast, wireless connectors, with 1,438 unique products, had a higher average discount of 12.90%, reflecting a competitive growth sector. RF connectors, despite their limited presence, boasted the highest average product rating of 4.40, suggesting a market with high customer satisfaction.

Discount % by Connector Type



Alerts by Brand Analysis:

New Arrivals by Brand:

Plantronics made a bold statement by introducing 205 new models during the sale, accompanied by about 216 new products. Koss followed with approximately 185 new models and 221 products, AUDIO-Technica with 151 models and 173 products, Jabra with 149 models and around 182 products, and Skullcandy with 145 models and 198 products.

Brand	Alert	Latest Date	Models involved	Products Involved
KOSS	New Arrival	Friday, November 24, 2023	185	221
PLANTRONIC S	New Arrival	Sunday, November 26, 2023	205	216
SKULLCANDY	New Arrival	Sunday, November 26, 2023	145	198
JABRA	New Arrival	Sunday, November 26, 2023	149	182
AUDIO-TECHNICA	New Arrival	Sunday, November 26, 2023	151	173
BOSE	New Arrival	Sunday, November 26, 2023	95	160
JLAB	New Arrival	Sunday, November 26, 2023	77	119
SENNHEISER	New Arrival	Wednesday, November 22, 2023	89	102
BEYERDYNA MIC	New Arrival	Sunday, November 26, 2023	66	96
AFTER	New Arrival	Sunday, November 26, 2023	59	689
1MORE	New Arrival	Friday, November 24, 2023	39	50
MASTER & DYNAMIC	New Arrival	Sunday, November 26, 2023	30	40
KLIPSCH	New Arrival	Wednesday, November 22, 2023	37	37
MONOPRICE	New Arrival	Friday, November 24, 2023	35	35
RAZER	New Arrival	Sunday, November 19, 2023	30	35
HIFIMAN	New Arrival	Friday, November 24, 2023	31	34
MARLEY	New Arrival	Friday, November 24, 2023	25	30
BANG & OLUFSEN	New Arrival	Friday, November 24, 2023	20	29
HEARING	New Arrival	Sunday, November 19, 2023	17	24
SENNHEISER CONSUMER AUDIO	New Arrival	Friday, November 24, 2023	23	23

Price Hike Alerts by Brand:

Plantronics led the pack with the most price hikes, involving around 42 models and 45 products. SkullCandy followed suit with price increases on about 34 of its models and 42 products, followed by Jabra, BOSE, Koss, and AUDIO-Technica, which increased prices for around 22 - 27 models. AIAIAI and HIFIMAN saw the least price hikes, affecting just one model and product each.

Brand	Alert	Latest Date	Models involved	Products Involved
PLANTRONIC S	Price Hiked	Sunday, November 26, 2023	42	45
SKULLCANDY	Price Hiked	Sunday, November 26, 2023	34	42
JABRA	Price Hiked	Monday, November 27, 2023	27	33
BOSE	Price Hiked	Sunday, November 26, 2023	24	31
KOSS	Price Hiked	Friday, November 24, 2023	26	26
AUDIO-TECHNICA	Price Hiked	Sunday, November 26, 2023	22	23
JLAB	Price Hiked	Sunday, November 26, 2023	14	14
1MORE	Price Hiked	Sunday, November 26, 2023	13	13
MONOPRICE	Price Hiked	Monday, November 27, 2023	11	12
BANG & OLUFSEN	Price Hiked	Friday, November 24, 2023	11	11
BEYERDYNA MIC	Price Hiked	Sunday, November 26, 2023	8	9
LUCIDSOUND	Price Hiked	Sunday, November 26, 2023	6	9
KLIPSCH	Price Hiked	Sunday, November 26, 2023	7	7
RAZER	Price Hiked	Sunday, November 26, 2023	6	6
MARLEY	Price Hiked	Friday, November 24, 2023	6	6
SENNHEISER CONSUMER AUDIO	Price Hiked	Friday, November 24, 2023	5	5
SHURE	Price Hiked	Friday, November 24, 2023	5	5
EARFUN	Price Hiked	Sunday, November 26, 2023	4	4
MASTER & DYNAMIC	Price Hiked	Sunday, November 26, 2023	3	3
	Price Hiked	Friday, November 24, 2023	2	2

Price Dropped Alerts

by Brand: ↓

Interestingly, Plantronics, despite having the most price hikes, also led in price drops with around 53 models and 57 products affected. Skullcandy was next, reducing prices on about 49 models and 55 products, followed by KOSS with 44 models and 51 products. Brands like CLEER, AUDEZE, Phiaton, and Pioneer DJ had the fewest price drops.

Brand	Alert	Latest Date	Models involved	Products Involved
PLANTRONIC S	Price Dropped	Sunday, November 26, 2023	53	57
SKULLCANDY	Price Dropped	Sunday, November 26, 2023	49	55
KOSS	Price Dropped	Sunday, November 26, 2023	44	51
JABRA	Price Dropped	Monday, November 27, 2023	38	45
AUDIO-TECHNICA	Price Dropped	Sunday, November 26, 2023	25	44
BOSE	Price Dropped	Sunday, November 26, 2023	22	33
JLAB	Price Dropped	Sunday, November 26, 2023	15	27
1MORE	Price Dropped	Monday, November 27, 2023	17	17
SENNHEISER	Price Dropped	Sunday, November 26, 2023	9	17
MASTER & DYNAMIC	Price Dropped	Friday, November 24, 2023	13	15
EARFUN	Price Dropped	Monday, November 20, 2023	7	13
BEYERDYNA MIC	Price Dropped	Sunday, November 26, 2023	11	11
MONOPRICE	Price Dropped	Sunday, November 26, 2023	11	11
SENNHEISER CONSUMER AUDIO	Price Dropped	Sunday, November 25, 2023	7	11
BANG & OLUFSEN	Price Dropped	Saturday, November 25, 2023	9	10
RAZER	Price Dropped	Sunday, November 26, 2023	6	10
AIAIAI	Price Dropped	Sunday, November 26, 2023	6	6
MARLEY	Price Dropped	Friday, November 24, 2023	5	6
KLIPSCH	Price Dropped	Thursday, November 23, 2023	5	5
SHURE	Price Dropped	Sunday, November 26, 2023	5	5

Out-of-Stock Alerts by

Brands:

Koss topped the list with about 67 models and 70 products going out of stock, followed by PLANTRONICS with around 44 models and 44 products. CAMBRIDGE AUDIO and MARLEY had the least out-of-stock instances.

Brand	Alert	Latest Date	Models involved	Products Involved
KOSS	Product out of stock	Monday, November 27, 2023	67	70
PLANTRONIC S	Product out of stock	Monday, November 27, 2023	44	44
BOSE	Product out of stock	Monday, November 27, 2023	32	43
SKULLCANDY	Product out of stock	Monday, November 27, 2023	33	35
JABRA	Product out of stock	Monday, November 27, 2023	34	34
SENNHEISER	Product out of stock	Monday, November 27, 2023	31	33
JLAB	Product out of stock	Monday, November 27, 2023	27	30
AUDIO-TECHNICA	Product out of stock	Monday, November 27, 2023	19	21
KLIPSCH	Product out of stock	Monday, November 27, 2023	20	20
BEYERDYNA MIC	Product out of stock	Monday, November 27, 2023	16	17
SHURE	Product out of stock	Monday, November 27, 2023	13	15
PIONEER	Product out of stock	Monday, November 27, 2023	9	9
HIFIMAN	Product out of stock	Monday, November 27, 2023	7	7
MONOPRICE	Product out of stock	Monday, November 27, 2023	7	7
AUDEZE	Product out of stock	Monday, November 27, 2023	4	6
MASTER & DYNAMIC	Product out of stock	Monday, November 27, 2023	7	6
1MORE	Product out of stock	Monday, November 27, 2023	5	5
RAZER	Product out of stock	Monday, November 27, 2023	5	5
BANG & OLUFSEN	Product out of stock	Monday, November 27, 2023	4	4
CLEER	Product out of stock	Monday, November 27, 2023	3	4
PHIATON	Product out of stock	Monday, November 27, 2023	4	4
SENNHEISER	Product out of stock	Monday, November 27, 2023	4	4

Conclusion:



The 2023 Black Friday sales event on Amazon US offered a fascinating glimpse into the vibrant and diverse world of the audio industry. The marketplace was awash with a wide range of products, highlighting the competitive nature of the industry and the dynamic strategies employed by brands to gain an edge. Plantronics and Sennheiser emerged as notable players, adopting aggressive tactics in terms of new arrivals and exceptional discounts. The industry's responsiveness to different form factors and connector types was also clearly evident. This extensive analysis not only provides a snapshot of the market during one of the largest sales events but also serves as a blueprint for brands seeking to fine-tune their approach for future sales events, ensuring they leverage market trends effectively to maximize their potential.