

Public Market Report

Public market results · A4 PDF generated automatically after the quarter

POTENTIAL CUSTOMERS	UNITS SOLD	CONVERSION	NO PURCHASE	SUPPLY SHORTFALL
84,000	45,882	54.62%	25,812	12,306

Public Market Ranking

#	Company	Retail price	Units sold	Market share	Rating	Satisfaction	Awareness	Reputation
1	Nectar Audio	\$130.00	12,556	27.37%	4.00/5	63.8	29.7	57.5
2	Vanta Sound	\$119.00	8,997	19.61%	4.07/5	64.6	33.4	57.7
3	Orion Audio	\$148.00	7,619	16.61%	3.86/5	61.9	32.9	57.8
4	Forge Acoustics	\$212.00	6,188	13.49%	3.60/5	58.3	32.0	54.5
5	Ember Labs	\$243.00	5,923	12.91%	3.60/5	58.2	31.8	55.1
6	Atlas Sound	\$279.00	4,599	10.02%	3.75/5	60.3	32.5	56.8

Customer Population

Exact segment population and quarter-to-quarter shifts are not shown in this public report.

Public Reviews

Company	Customer reviews
Nectar Audio	The product stands out for its design. · Its microphone quality is less competitive than the rest of the package. · Customers are very satisfied with the overall ownership experience and value.
Vanta Sound	The product stands out for its design. · Its comfort is less competitive than the rest of the package. · Customers are very satisfied with the overall ownership experience and value.
Orion Audio	The product stands out for its battery life. · Its sound quality is less competitive than the rest of the package. · It offers impressive value compared with competing products.
Forge Acoustics	The product stands out for its comfort. · Its durability is less competitive than the rest of the package. · The price is difficult to justify against competing alternatives.
Ember Labs	The product stands out for its comfort. · Its noise cancellation is less competitive than the rest of the package. · The price is difficult to justify against competing alternatives.
Atlas Sound	The product stands out for its sound quality. · Its comfort is less competitive than the rest of the package. · The price is difficult to justify against competing alternatives.