On Amazon India, audio sells ₹2,869.4 crore a year. Indian D2C brands sell 39.8% of the units and take 21.8% of the money.

EARBUDS, HEADPHONES, SPEAKERS, SOUNDBARS · AMAZON INDIA, FLIPKART, RELIANCE DIGITAL, POORVIKA, VIJAY SALES, BLINKIT · READ 2026-10-31

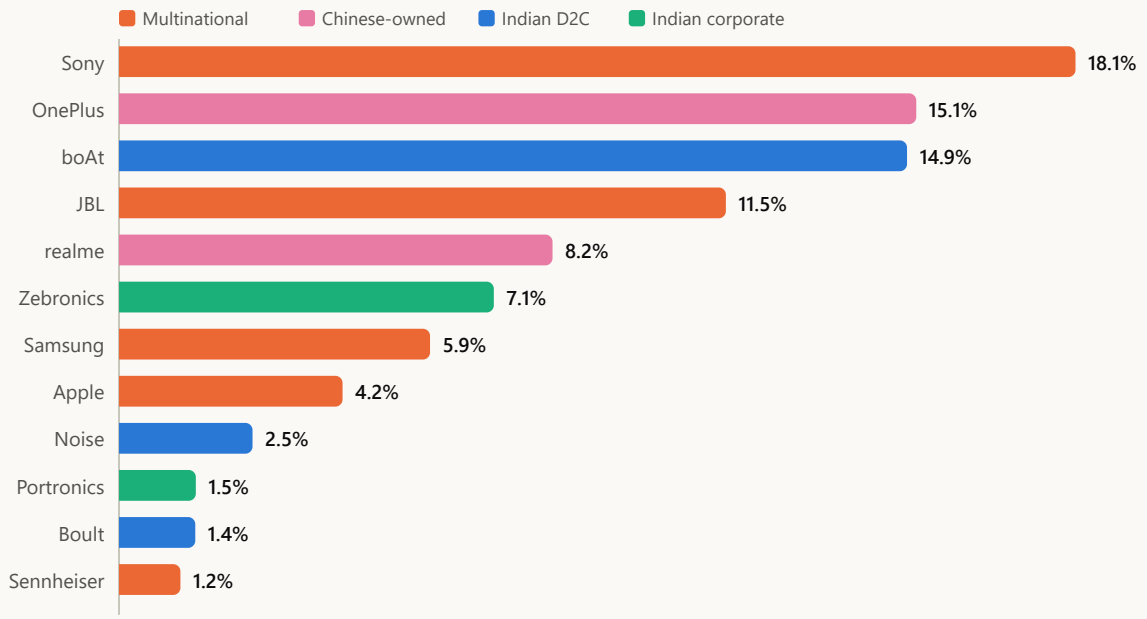
Audio is the one large category where Indian D2C brands are said to lead. We read the shelf on five sellers and in six dark stores: 792 Amazon listings for 25 searches, every one that shows sales opened, the same searches on Flipkart, the audio range of three phone chains, and Blinkit in four cities.

> **The measure.** Sales on Amazon India: the "bought in past month" figure at its lower bound, times the product-page price, times twelve. Read on 2026-10-31, during Amazon's festive sale and before Diwali. Prices on the other sellers are the same day's.

1 · THE SHORT VERSION

- The shelf sells at least **₹2,869.4 crore a year**, 908,100 units a month, across 70 brands. It is the largest shelf we have read.
- **boAt sells the most units, 22.2%, and is third by money at 14.9%**, behind Sony (18.1%) and OnePlus (15.1%).
- **Indian D2C brands sell 39.8% of the units and take 21.8% of the money.** Multinationals take 43.9% of the money from 16.7% of the units.
- Earbuds are 50.8% of the money, and **Chinese-owned brands take 47.1% of earbud money**, nearly all OnePlus and realme.
- Two sellers hold the buy box on **92.0% of the money**.
- On the same model, **Amazon was cheaper than the three chains 117 times and dearer 14 times**. Sony holds one price everywhere; boAt, realme and Samsung are cut on the marketplaces.
- On Blinkit, every dark store carries 200 audio products or more, and Indian D2C brands are 45.9% of them.

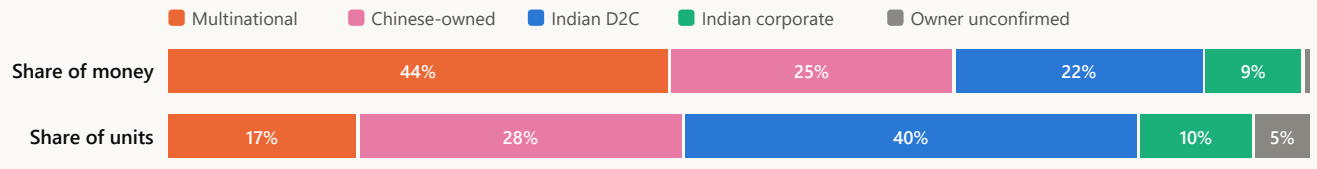
2 · WHO SELLS AUDIO ON AMAZON



BRAND	OWNER	LISTINGS THAT SELL	SHARE OF UNITS	MEDIAN PRICE	SHARE OF MONEY	SALES A YEAR
Sony	Multinational	41	4.4%	₹13,989	18.1%	₹520.1 crore
OnePlus	Chinese-owned	18	16.1%	₹2,649	15.1%	₹433.5 crore
boAt	Indian D2C	109	22.2%	₹1,399	14.9%	₹428.6 crore
JBL	Multinational	40	4.9%	₹4,599	11.5%	₹330.0 crore
realme	Chinese-owned	36	10.2%	₹1,649	8.2%	₹235.7 crore
Zebronics	Indian corporate	46	5.3%	₹1,999	7.1%	₹203.8 crore
Samsung	Multinational	15	2.2%	₹10,699	5.9%	₹169.2 crore
Apple	Multinational	5	1.5%	₹8,070	4.2%	₹121.5 crore
Noise	Indian D2C	44	4.8%	₹1,199	2.5%	₹72.6 crore
Portronics	Indian corporate	21	4.2%	₹724	1.5%	₹41.8 crore
Boult	Indian D2C	48	3.5%	₹1,099	1.4%	₹41.5 crore
Sennheiser	Multinational	8	0.5%	₹13,990	1.2%	₹33.4 crore

The top three take 48.2%. **By company the order changes.** OnePlus and realme, both of the BBK and OPPO group, take 23.3% together. Samsung takes 17.4% once JBL is added, because JBL is Harman and Samsung owns Harman.

3 · TWO UNITS IN FIVE, ONE RUPEE IN FIVE

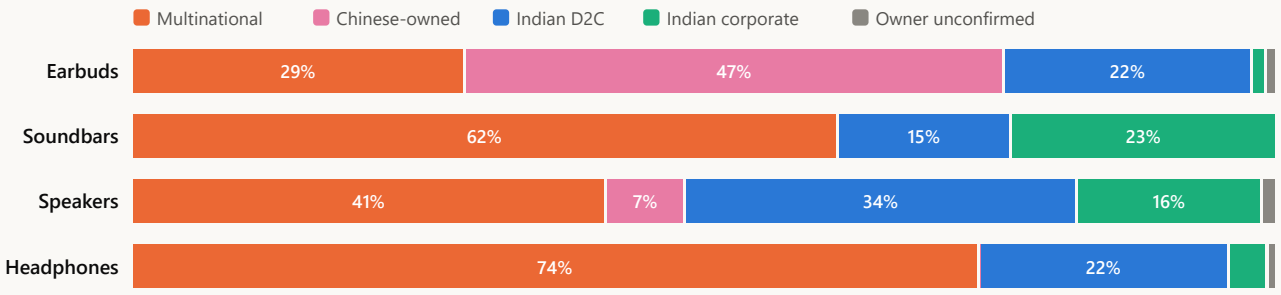


OWNER GROUP	SHARE OF MONEY	SHARE OF UNITS
Multinational	43.9%	16.7%
Chinese-owned	24.8%	28.4%
Indian D2C	21.8%	39.8%
Indian corporate	8.6%	10.0%
Owner unconfirmed	0.8%	5.1%

Indian D2C owns the low end. Its money share is 21.8%, and at most 22.6% if every brand whose owner we have not confirmed is D2C. The money is in Sony's soundbars and headphones and in the Chinese phone-makers' earbuds.

4 · WHAT THE SHELF SELLS

SEGMENT	SALES A YEAR	SHARE OF SHELF	LARGEST BRANDS	MEDIAN PRICE, D2C	MEDIAN PRICE, MULTINATIONAL
Earbuds	₹1,457.4 crore	50.8%	OnePlus 30%, realme 16%, boAt 11%, Samsung 10%	₹998	₹3,399
Soundbars	₹667.2 crore	23.3%	Sony 38%, Zebronics 23%, JBL 18%, boAt 12%	₹4,999	₹18,450
Speakers	₹384.6 crore	13.4%	JBL 33%, boAt 33%, Zebronics 10%, Sony 8%	₹2,249	₹8,849
Headphones	₹360.3 crore	12.6%	Sony 50%, boAt 18%, JBL 8%, Sennheiser 6%	₹1,799	₹6,989



Earbuds are a Chinese-owned segment: 47.1% of earbud money, against 29.1% for multinationals and 21.7% for Indian D2C. The Chinese-owned brands sit in the middle of the price ladder, at ₹1,724 at the median. Soundbars are 23.3% of the money and Indian D2C holds 15.1% of them. **Speakers are where D2C comes closest**: boAt 32.7% against JBL 33.2%.

Amazon's tree does not split earbuds by form, so the form comes from the title: true wireless ₹1,303.8 crore, neckband ₹73.7 crore, wired ₹70.0 crore. True wireless is 89.5% of earbud money and 45.4% of the shelf.

5 · WHERE IT IS MADE, AND WHO SELLS IT

By the country of origin the product page states, 51.7% of the money is on listings made in China, 25.0% in India and 14.8% in Vietnam; 5.8% name none. Where a product is made never moves its brand between owner groups.

The buy box: Clicktech Retail Private Ltd holds 69.9% of the money and Cocoblu Retail 22.2%. **Two sellers hold 92.0%**, the same shape as the smartphone shelf.

6 · FIVE SELLERS, ONE MODEL

PAIR	MODELS MATCHED	SAME PRICE	FIRST CHEAPER	SECOND CHEAPER	MEDIAN GAP
Amazon vs Flipkart	106	72	25	9	0
Amazon vs Reliance Digital	85	29	51	5	−9.1%
Amazon vs Poorvika	32	2	30	0	−20.6%
Amazon vs Vijay Sales	75	30	36	9	0
Flipkart vs Reliance Digital	67	21	38	8	−8.3%
Flipkart vs Poorvika	27	2	24	1	−20.0%
Flipkart vs Vijay Sales	57	24	20	13	0
Reliance Digital vs Poorvika	62	21	34	7	−5.7%
Reliance Digital vs Vijay Sales	112	57	19	36	0
Poorvika vs Vijay Sales	52	15	6	31	+5.8%

One price per model and seller: the lowest in-stock price across colours. A negative gap means the first seller is cheaper. 18 pairs more than 50% apart were checked by hand and left out; about half were two different models under one name.

Marketplaces against chains: 343 pairs. The marketplace was cheaper on 199, the same on 108 and dearer on 36. The chains agree with each other on 93 of 226 pairs (41.2%), much less often than on phones. Poorvika is the dearest of the five: it was cheaper than Amazon on 0 of 32 models.

BRAND, AMAZON VS RELIANCE DIGITAL	MODELS	AMAZON CHEAPER	AMAZON DEARER	MEDIAN GAP
Sony	17	4	3	0
boAt	15	14	1	−18.2%
realme	8	7	0	−22.3%
Samsung	8	8	0	−26.7%
JBL	8	2	0	0
OnePlus	6	3	0	−1.2%

The brand decides the gap. Sony sells at one price on Amazon and at Reliance: a median gap of 0 over 17 models. boAt is cheaper on Amazon on 14 of 15, by 18.2% at the median, and Samsung on 8 of 8.

7 · POORVIKA'S PRICE HISTORY, 2026

Poorvika publishes a dated selling-price list for every product. All 414 audio products carry one. **102 changed price in 2026: 87 rises and 51 cuts**, a median 9.1% each way.

BRAND	RISES IN 2026	CUTS IN 2026
realme	17	1
OnePlus	16	0
boAt	8	4
Sony	7	7
Zebronics	7	5
Boult	0	10

realme and OnePlus raised and almost never cut; Boult cut 10 times and never raised. This is one retailer's list, not the market.

8 · BLINKIT: SIX DARK STORES

STORE	CITY	AUDIO PRODUCTS	BRANDS	EARBUDS AND EARPHONES	HEADPHONES	SPEAKERS
Connaught Place	Delhi	302	56	213	34	54
Powai	Mumbai	322	49	211	33	75
Bandra West	Mumbai	350	43	229	35	84
Indiranagar	Bengaluru	200	42	81	30	85
Koramangala	Bengaluru	337	50	227	51	57
Banjara Hills	Hyderabad	373	53	216	49	105

632 distinct audio products across the six stores. **25 brands are in all six**; by products across the six stores the largest are boAt (100), Boult (52), Noise (51), JBL (36), Hammer (29). By product count, Indian D2C is 45.9%, multinationals 17.2%, Indian corporate 8.1% and Chinese-owned 6.2%; 22.6% are small names whose owner we have not confirmed. The median price is ₹1,024. **Quick commerce is D2C's shelf; Amazon's money is not.** Indiranagar shows fewer products because Blinkit filled its results with power banks and cables. Blinkit shows no sales figure, so these are counts, never added to Amazon.

9 · WHAT SHARE OF EACH COMPANY'S SALES THIS IS

COMPANY	REPORTED REVENUE	AUDIO ON AMAZON, A YEAR	SHARE OF REVENUE
Imagine Marketing (boAt) (FY26)	₹2,931 crore	₹428.6 crore	14.6%
Nexxbase (Noise) (FY25)	₹1,048 crore	₹72.6 crore	6.9%
GoBoult (Boult) (FY25)	₹763 crore	₹41.5 crore	5.4%

boAt's Amazon audio is about a seventh of what it reports for the whole company. Noise sells mostly smartwatches, so its share is of a business that is not mainly audio. The read is in the festive sale, so a whole year on Amazon is likely lower. Sony, OnePlus, JBL and realme do not report Indian audio revenue separately. We found no reported revenue for Zebronics, Portronics or pTron in Entrackr or Inc42, searched on 3 November 2026.

Imagine Marketing (boAt): revenue from operations FY2025-26, Rs 2,931 crore, down 4.6% on FY25, company press release reported by Entrackr, 26 Aug 2026; not yet a filing. Nexxbase (Noise): revenue from operations FY2024-25, Rs 1,048 crore, Registrar of Companies filing reported by Entrackr, 10 Feb 2026.

Noise sells mostly smartwatches. GoBoult (Boult): revenue from operations FY2024-25, Rs 763 crore, Registrar of Companies filing reported by Entrackr, 18 Feb 2026.

10 · WHAT WE PREDICTED

We wrote down 8 predictions before we read the shelf. 3 of 8 held.

WE SAID	WE FOUND	
The Amazon audio floor is ₹2,000 to 6,000 crore a year	₹2,869.4 crore	Right
boAt is the largest brand by money and by units	boAt is first by units and third by money, behind Sony	Wrong
Indian D2C takes over 50% of the units and over 35% of the money	39.8% of the units, 21.8% of the money	Wrong
True wireless earbuds are over 50% of the money	45.4%, from titles	Wrong
Apple is in the top five brands by money	eighth, 4.2%	Wrong
On the same model, Amazon is cheaper than the chains more often than dearer	cheaper 117, dearer 14, of 192	Right
At Poorvika, 2026 audio price cuts outnumber rises	51 cuts, 87 rises	Wrong
Blinkit stocks over 20 audio products per dark store	200 to 373	Right

The wrong ones share a cause: we took the story that D2C leads audio at face value. It is true of units and of quick commerce, and not of money.

11 · METHOD

Amazon India: 25 searches, three pages each, by format, by price band and by brand, so every large brand is reached. 792 distinct listings in Amazon’s own results; every product page that shows a sales figure opened (621), 612 admitted.

The shelf is Amazon’s own category: in-ear and open-ear headphones, over-ear and on-ear headphones, PC headsets, Bluetooth, party and outdoor speakers, and soundbars. Cases and accessories are left out. Flipkart was read for the same searches; Reliance Digital, Poorvika and Vijay Sales for their audio ranges; Blinkit for five searches in Connaught Place (Delhi), Powai and Bandra West (Mumbai), Indiranagar and Koramangala (Bengaluru) and Banjara Hills (Hyderabad). Models are matched across sellers by brand, model and format.

Every brand’s owner is researched by hand; a brand we cannot confirm is counted as unconfirmed. Made in China is the country of origin the product page states. Reported revenue is from business media, with its source.

> We read shelves like this one by category, by platform and by city, and read them again to show what moved. If you are building in consumer electronics, **book a discovery call at www.impuls8.com/enterprise**.

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impuls8 · read 2026-10-31 · Amazon India 792 listings, 621 with sales · Flipkart · Reliance Digital, Poorvika, Vijay Sales · Blinkit, six stores · every figure is generated from the read and checked by a second script.