



# Headphones in China

July 2024

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## Headphones in China - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Growth in headphones remains solid thanks to the surge of Open Wireless Stereo (OWS) earbuds

AirPods stays ahead, but faces challenges from local brands

The competitive landscape is becoming more complex due to the rise of OWS earbuds

#### PROSPECTS AND OPPORTUNITIES

Headphones will adapt to more diverse scenarios due to the emerging concept of “second headphones”

Acoustic effect matters, but so does ear wellness

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