



Euromonitor  
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# Headphones in China

July 2024

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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

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