



# Headphones in the Czech Republic

July 2024

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## Headphones in the Czech Republic - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Stronger volume growth for headphones in 2024  
Mass headphones performed somewhat better than premium  
Noise-cancelling headphones growing a wider base among Czech consumers

#### PROSPECTS AND OPPORTUNITIES

TWS earbuds expected to remain the main driver of the category  
Popularity of music and video streaming services positively affects headphones  
E-commerce will remain the dominant channel to purchase headphones

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