



# Headphones in Australia

July 2024

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## Headphones in Australia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

TWS earbuds remains most dynamic performer  
Wireless headphones complement the connected environment  
Premium segment continues to outperform mass models

#### PROSPECTS AND OPPORTUNITIES

TWS earbuds offers further growth potential over forecast period  
Promotions will be key to maintaining volume sales growth  
Physical stores will remain important aspect of shopping experience

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