



Headphones in Malaysia

July 2024

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Headphones in Malaysia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

TWS earbuds drive headphones
Gaming headbands to the fore as esports turns mainstream
Headphones remains a fiercely competitive environment

PROSPECTS AND OPPORTUNITIES

Young consumers' lifestyles and commutes to contribute to fast demand
E-commerce reigns but physical stores maintain a robust presence
Rising trend for refurbished/used products is likely to dampen growth potential

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