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Headphones in Malaysia

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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

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- 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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Consumer Electronics in Malaysia - Industry Overview

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