



Headphones in Taiwan

August 2024

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Headphones in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

TWS earbuds register strongest performance in volume terms in 2024
Apple leads headphones, supported by its AirPods and AirPods Max brands
E-commerce dominates the distribution of headphones in 2024

PROSPECTS AND OPPORTUNITIES

TWS earbuds will continue to lead growth in the years ahead
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New brands will keep investing in social media to generate interest

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