



Headphones in Argentina

July 2024

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Headphones in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Headphones remained the sole product area to post growth rates during the period

Online shopping platforms boost sales among retailers

Fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Consumers' awareness, compatibility with smartwatches, and sports enthusiasts will support growth

TWS earbuds will continue replacing other headphone categories

Both entry-level and high-end TWS earbuds expected to perform well

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