



Headphones in Spain

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass TWS earbuds lead growth in headphones market, while wireless headbands see trend towards premiumisation
Apple continues to lead sales
E-commerce builds a stronger share in headphones thanks to a wider offer and competitive prices

PROSPECTS AND OPPORTUNITIES

TWS earbuds will drive growth, thanks to continued high level of innovation
Wireless headbands offer further growth potential, while wireless headphones will continue their downward trajectory
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