



# Headphones in France

July 2024

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## Headphones in France - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Headphones falls into a slightly steeper volume slump, although some categories are performing well

Apple, Samsung, and Bose keep ahead of the crowd with new developments

Omnichannel strategies become increasingly important

#### PROSPECTS AND OPPORTUNITIES

TWS sales set to slow down due to low levels of innovation and high penetration

Headbands expected to perform better than earphones, with indications players may switch categories

Second-hand trends could also creep into headphones

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