

# Headphones in the US

July 2024

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## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Lower and premium segments see growth, middle tier squeezed out in TWS earbuds Wireless headbands sees a pick-up in sales, driven by the latest fashion trends Growth in TWS earbuds and wireless headbands despite economic uncertainty

## PROSPECTS AND OPPORTUNITIES

Healthy growth projected to continue for TWS earbuds and wireless headbands Audio quality and experience of headphones to improve with innovation At a time of substantial innovation, competition set to heat up in headphones

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